



2023 Marketing & Communications Internship

Iowa Beef Industry Council



Position Overview:

The Iowa Beef Industry Council's (IBIC) summer internship position will focus on the development and implementation of beef education, communication, promotion and industry activities through the promotion of beef and beef products. This internship was created to offer a talented and passionate student the opportunity to help implement and develop programming that increases the demand for beef. The Marketing and Communications Intern will work closely with Iowa Beef's Director of Marketing and Communications to provide support for state and local programs.

General Responsibilities:

- Assist with the planning, development and execution of Iowa State Fair activities with IBIC.
- Coordinate several educational and promotional events, under guidance of IBIC staff.
- Lend support with consumer-focused initiatives through social media and a monthly e-newsletter.
- Achieve Beef Quality Assurance and Masters of Beef Advocacy certification.
- Develop an Iowa beef farmer feature story through an interview and photo shoot.
- Observe and participate in staff meetings, industry working groups and board meetings.
- Prepare and present a summary of the internship experience to IBIC Board of Directors.

Qualifications:

This position is available to any student, but preference will be given to the following criteria:

- An Iowa resident
- Full-time college student with an agricultural-related major
- Student in good scholastic standing with extensive experience in written and oral communications and/or journalism
- Exhibits a strong and true interest in agriculture, ideally the beef industry
- Ability to thrive in a fast-paced environment and meet deadlines
- Demonstrates positivity, flexibility, good judgement and a willingness to learn

Reimbursement:

- Location – Iowa Cattle Industry Headquarters in Ames, Iowa
- Time – Minimum of 12 weeks; Approximately May – August 2023
- Financial Assistance – You will work on a contractual basis not exceeding a \$6,000 stipend to cover expenses. No benefits or housing provided. Use of Iowa Beef vehicle included. Additional expenses such as mileage and meals for work purposes will be reimbursed.

To apply, applicants must submit the following:

- Resume
- Cover Letter
- Unofficial Transcript
- A one-page essay responding to the following: What is one of the biggest threats currently facing the beef industry and how do you see the Beef Checkoff playing a role in helping combat the issue?

Applications will be accepted via email, postal mail or hand delivered to our office.

Questions and/or applications should be directed to:

Iowa Beef Industry Council
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