

Communication and Outreach Intern

Michigan Soybean Committee

Position Overview:

We are seeking a Communication and Outreach Intern for the summer of 2025 to join the Michigan Soybean Committee team. This internship offers a unique opportunity to gain hands-on communication and outreach experience within the soybean industry. You will work closely with the Communication Director and Outreach Director to assist in the development and implementation of programs aimed at engaging farmers and consumers.

Key Responsibilities:

- **Content Creation:** Assist in drafting content for newsletters, press releases, magazine articles, and social media channels that promote the organization's mission and initiatives.
- **Outreach Support:** Help organize and facilitate outreach programs and events aimed at educating stakeholders, including farmers, industry professionals, students and consumers.
- **Social Media Management:** Support the development of social media campaigns, monitor engagement, and track analytics to measure success.
- **Event Coordination:** Assist in the planning, promotion and execution of both in-person and virtual events.
- **Reporting and Analytics:** Collect and analyze data related to outreach efforts and create reports to track progress and success.

Qualifications:

- Currently enrolled in a college or university, pursuing a degree in Agriculture, Communications, Marketing or a related field.
- Strong written and verbal communication skills.
- Experience with social media platforms (e.g., Facebook, LinkedIn, Instagram) and digital content creation.
- Excellent organizational skills and attention to detail.
- Willingness to travel to events throughout the state of Michigan, sometimes outside of normal work hours.
- Ability to work independently and as part of a team.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Teams); additionally, familiarity with design tools (e.g., Canva, Adobe Creative Suite) is a plus.
- Physical ability to lift and move equipment up to but not exceeding 20 pounds.
- Interest or background in agriculture, commodities, or related industries is preferred but not required.

What You Will Gain:

- Hands-on experience in outreach, communication and public relations.
- Exposure to the commodity industry and its key stakeholders.
- Opportunity to develop professional skills in event coordination, stakeholder engagement and digital marketing.
- Mentorship and networking opportunities with experienced professionals in the field.

Compensation:

- 40 hours weekly with occasional weekend and after-hours work.
- This is a paid internship at an hourly rate of \$15 per hour.
- The duration of the internship will be approximately May through August 2025, in alignment with school schedule.
- Mileage will be reimbursed at the IRS federal rate for miles incurred on a personal vehicle.

How to Apply:

Please submit your resume and cover letter to slapak@michigansoybean.org by **December 3rd 2024**.