



**Delaware State Farm Bureau**  
**3457 S. DuPont Highway**  
**Camden, DE 19934**

Office: (302) 697-3183 /Fax: (302) 697-1428  
defb.org

**Celebrating 76 Years**

## Marketing Intern

Delaware Farm Bureau - Camden, DE 19934

### About the Organization:

The Delaware Farm Bureau is one of the strongest farm organizations in Delaware. It is a nonprofit and nongovernmental organization that serves as a unified voice for farmers in the state of Delaware. The Delaware Farm Bureau is made up of over 4,500 farms, families, and members. These families and individuals are unified for the purpose of preserving agriculture as an industry and way of life. Our mission is to promote and protect Delaware agriculture through education and advocacy to ensure a quality of life for farmers and their consumers.

### Description:

The Delaware Farm Bureau, located in Camden, DE, is seeking an energetic college/university student to join their team as a Marketing Intern. This individual should enjoy interacting with people throughout Delaware - from farmers and ranchers, to businesses, and consumers. This individual will be required to use their marketing skills to communicate high quality content pertaining to Delaware Farmers and Ranchers that share their stories, encourage public engagement, and build recognition of the Delaware Farm Bureau brand and logo.

This individual will work closely with the Delaware Farm Bureau's Marketing Coordinator and Foundation Coordinator to develop effective campaign and communication strategies to enhance the public profile of the Delaware Farm Bureau.

### Responsibilities:

- Assist in the development and implementation of new digital media campaigns that connect local farmers to consumers and encourage public engagement.
- Assist in content creation for all of the Delaware Farm Bureau's social media platforms, including organizing cross-platform content strategies.
- Assist with the weekly e-newsletters
- Perform analysis of the effectiveness of the weekly e-newsletters and digital media campaigns, and make appropriate recommendations regarding areas of improvement.
- Assist with Promotion & Education Committee events, including seasonal projects, functions, and the Delaware State Fair Booth
- Assist in various programs and activities affiliated with the Delaware Farm Bureau Foundation
- Completing and submitting an "end of internship" report



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### Requirements:

- Undergraduate student pursuing a Bachelor's degree in the field of Marketing/Business
- Extensive knowledge of digital media strategies and platforms
- Creative problem-solving skills and a strong analytical thinker
- Excellent written, verbal, and presentation skills
- Ability to work independently and in a team setting
- Ability to take initiative and manage multiple priorities and projects, while keeping the office staff and volunteers informed
- Proficient in Microsoft applications, including Teams, PowerPoint, Excel, Outlook and Adobe
- Photography/Videography skills preferred

### Compensation:

- This internship will be compensated, in which the intern will be paid an hourly rate.

### Schedule:

- Monday to Friday - 8:00am to 4:00pm (some weeknights and weekends may be required)

### Deadline:

If you believe that you would be a good fit for this internship, please submit your resume, cover letter and one letter of recommendation from a previous employer or professor to [mikayla.paul@defb.org](mailto:mikayla.paul@defb.org) by **January 31<sup>st</sup>, 2021.**