



**Delaware Farm Bureau Foundation**  
*2023 Summer Marketing Internship*

3457 S. DuPont Highway  
Camden, DE 19934  
(302) 697-3183

**About the Organization:**

The Delaware Farm Bureau Foundation was incorporated in March 2013 as a 501 (c)(3) non-profit organization. Headquartered in Camden, Delaware, the Foundation was created to build awareness, understanding and positive public perception about Delaware's farm operations, promote fresh local food and sponsor the Ag Education Mobile Classroom. The foundation partners with the New Castle, Kent and Sussex County Farm Bureaus to raise the funds necessary to successfully achieve the mission and provide education materials.

**Description:**

The Delaware Farm Bureau Foundation, 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, teachers and students, and consumers. This individual will be required to use their marketing skills to communicate high quality content pertaining to Delaware students and consumers, to educate them on the importance of Delaware agriculture, encourage public engagement, and build recognition of the Delaware Farm Bureau mission and logo.

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

**Responsibilities:**

- Assist in teaching lessons through our Mobile Ag Lab
- Bring awareness to the Delaware Farm Bureau Foundation's mission through events
- Assist in the development and implementation of new digital media campaigns that educate the public on the importance of agriculture
- Assist in content creation for the Delaware Farm Bureau Foundation's Facebook
- Perform analysis of the effectiveness of digital media campaigns and make appropriate recommendations regarding areas of improvement.
- Assist with various seasonal projects, functions, and grants
- Assist in various office tasks and responsibilities
- Complete and submit an "end of internship" report

**Requirements:**

- Undergraduate student pursuing a bachelor's degree in the field of Marketing/Business, Agriculture or Agriculture Education
- Knowledge of digital media strategies and platforms
- Creative problem-solving skills and a strong analytical thinker
- Excellent written, verbal, presentation, and public speaking 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 is a plus
- Knowledge of curriculum planning is a plus

**Compensation:**

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

**Schedule:**

- Monday to Friday - 9:00am 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 [kali.voshell@defb.org](mailto:kali.voshell@defb.org) by **March 31<sup>st</sup>, 2023**.