



Delaware Farm Bureau
2023 Summer Marketing Internship

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

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 2,500 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 businessmen and women, 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 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. This includes posts, stories, reels, etc.
- Perform analysis of the effectiveness of digital media campaigns and make appropriate recommendations regarding areas of improvement.
- Assist with various seasonal projects and grants
- Assist in helping out during different committee events, such as the Delaware State Fair.
- 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 or Agriculture
- 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 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 - 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 mikayla.paul@defb.org by **March 31, 2023**.

Remarks from past interns:

"Although I have lived in rural Delaware my whole life, I do not come from an agricultural background. After my internship here at the Delaware Farm Bureau this summer, I was able to see the vital role that farmers play in everyone's lives – a substantial role that most consumers do not recognize or understand. Being able to see this allowed me to realize how important both my work and the Delaware Farm Bureau's work was, which made the internship fulfilling and exciting. This internship was certainly a great educational opportunity for me, and I am extremely glad I had the chance to do it, all while gaining invaluable real-world career experience in my field of interest."

– Kyle Spillane, 2021 Summer Intern