



## Communications and Market Development Internship Lincoln, Nebraska

### Timeframe

May 2015 – May 2016

### Duties & Responsibilities

- Assist and coordinate communication projects, including:
  - Oversee crop progress communication with FFA chapters and reports placement on the website, including photographs
  - Utilizing social media to share positive messages about agriculture, including blogging, Facebook, Twitter, Flickr
  - Capturing and developing videos to share on the web
- Assist with representation and set up at trade shows and events as needed, including, but not limited to:
  - Groundwater Festival, Cattlemen's Ball, State Fair, Husker Harvest Days, Big Red Welcome, River City Rodeo, State FFA Convention, NASCAR events, Women in Ag/AgCeptional Women, state convention trade shows throughout the year
- Assist with market development programs, including:
  - Activities for ethanol or biofuels promotion
  - Activities for domestic or international marketing missions
- Assist with outreach programs and activities, including:
  - International trade teams, new corn product market development, & assisting with promotional trailer events
  - Youth agricultural education opportunities
- Collect and report corn and corn product utilization and transportation data
  - Resources: USDA Agricultural Statistics Service, private industry sources, Nebraska Dept. of Ag's Corn Borer Certification data
- Assist with various duties in office, such as mailings, copying, filing, maintaining the corn van, etc.

### Qualifications

- Any student enrolled in a four-year university located in Lincoln, NE with the following qualifications:
  - Proven communication abilities in written and verbal forms of communications
  - Excellent computer skills
  - Knowledge of social media outreach/video editing skills
  - Ag background beneficial but not required
  - Sophomore standing or above

### Hours Per Week

- May – August: 40 hours/week – with flexibility for summer course work
- Office hours are 8:00 a.m. and 5:00 p.m.; some work will be on nights and weekends
- September – May: 10 – 15 hours/week

### Other Opportunities

- Evening & weekend events required occasionally
- Vehicle provided when driving required
- Opportunity for travel to Commodity Classic 2016 or other out-of-state meetings

### Opportunity for Independent Study

Will work with the University to receive credit hours

### Recommended Coursework

Agricultural Statistics, Ag Policy, Agricultural Economics, Agricultural Education, Communications/Public Relations, or Marketing

### Wage

\$8.50 per hour start with opportunity for increase

### Application Process

Resume and cover letter of application should be sent to:

*Nebraska Corn Board  
Communications and Outreach Internship  
301 Centennial Mall South, 4th Floor  
P.O. Box 95107  
Lincoln, NE 68509*

Resume and cover letter may also be accepted by e-mail, sent to [janet.miller@nebraska.gov](mailto:janet.miller@nebraska.gov).

**Resume and cover letters are due in the Nebraska Corn Board office by 5:00 p.m. on October 24, 2014.**