

Marketing Intern

Position Title: Marketing Intern
Reports to: Program Coordinator
Position Type: Part time; 15-25 hrs/wk

Nebraska Farmers Union is a nonprofit organization with an office in Lincoln that supports family farmers and ranchers since 1913. We are starting a worm composting company called Big Red Worms within our organization and we need your help to market it!

We have 1-2 positions for current students or recent (6 months of less) graduates who are majoring or have majored /minored in Marketing/Advertising. Pell Grant recipients preferred.

Work Environment: Work is performed in an office setting with no unusual hazards. Regular travel may be required.

Requirements

- Familiar with standard concepts, practices and procedures within the marketing field
- Highly creative and motivated
- Ability to work autonomously
- Exceptional oral and written communication skills
- Excellent organizational skills; must be able to multi-task under time constraints
- Help prepare and create marketing materials
- Reach out to prospective clients
- Design presentation PDFs
- College student with major coursework toward a degree in public relations, communications, journalism, or marketing
- Excellent computer skills with in-depth knowledge/experience on social media platforms

Responsibilities

- Writing newsletter articles, direct communication tools, social media postings, and website copy as needed
- Assist in the development of public relations tools and marketing collateral for Big Red Worms
- Serve as company's brand ambassador in social media spaces, placing content on strategic sites and blogs, engaging dialogues, and responding to questions as directed
- Directly support and report to Program Coordinator

Skills

Required - Social Media, Public Relations, Creativity, Adobe, Photoshop, Microsoft Office
Preferred - Adobe Creative Suite, Knowledge of Design Problems