

Position Description

Position Number: 6
Position Title: Massachusetts Agritourism Marketing Internship - AGR
Location: Southborough, Massachusetts
Duration: June 5 – August 18, 2023

Brief Description of Internship Position:

Massachusetts Agritourism Marketing Intern

This internship position is open to an enthusiastic individual who is interested in assisting the Massachusetts Department of Agricultural Resources, Agricultural Markets Division in promoting agritourism initiatives and agritourism farms to consumers.

Description of Duties and Responsibilities:

- Assist in marketing and promotional efforts for Massachusetts agritourism farms
- Support agritourism trails and lists, including the development of a Massachusetts Ice Cream trail
- Provide administrative support for administering an agritourism survey which includes populating Massachusetts agritourism farms into the MassGrown & Fresher database
- Assist in planning of Agritourism 101 Conference
- Attend quarterly meetings with the Massachusetts Office of Travel & Tourism
- Other tasks as necessary.

Preferred Knowledge and Skills:

- Good written and verbal communication skills
- Marketing/promotion knowledge and/or experience
- Proficient knowledge of Microsoft Office
- Good organizational skills
- Familiarity with social media platforms, including Facebook and Instagram

Access to laptop is required

Please note that a writing sample and reference may be requested.

Hours per week: 14-16 hours a week

Other relevant information:

This internship will be hybrid—virtual and in-person.

An interest in Massachusetts agriculture and the agritourism industry preferred.