

### Internship Position Description

<b>Position Number: 2</b>
<b>Program Name: Agricultural Marketing and Promotion</b>
<b>Location/Address: Boston - Remotely</b>

**THIS INTERNSHIP IS UNPAID**

#### **Brief Description of Internship Position:**

The Division of Agricultural Markets seeks an intern to assist with various marketing/ promotional initiatives with the goal of the Division to foster the growth and viability of the Commonwealth's food and agricultural markets including work with the Massachusetts agricultural fairs. There will be specific projects as outlined below and then opportunities to assist with specific marketing goals of the Division.

#### **Description of Duties and Responsibilities:**

- Assist with the coordination of educational/promotional events either virtual or in-person activities.
- Assist with the development of press/media relations in regard to any educational/ promotional events or initiatives.
- Work with Division of Markets Staff to develop topic ideas for social media throughout the 2021 summer season based on specific educational/ promotional events and/ or themes.
- Assist with the development of the harvest season educational/ promotional events or initiatives.

#### **Preferred Knowledge and Skills:**

- Good written and oral communication skills
- Attention to detail
- Good organizational skills
- Proficient in Microsoft Office, especially Excel, Word and Outlook
- Creative skills and experience with either Microsoft Publisher and Adobe Suite program preferable – however training can be provided.

#### **Hours per week:**

Flexible – total time could vary each week –15 hours/ week. More hours could be offered based on availability.