

**Commonwealth of Massachusetts  
Executive Office of Energy and Environmental Affairs  
Internship Position Description Form  
Winter/Spring 2021**

**#6 – Agricultural Marketing and Outreach**

**Location: 251 Causeway Street, Boston, MA - Remotely**

Brief Description of Internship Position:

The Division of Agricultural Markets seeks a intern to assist with various marketing/ promotional initiatives to assist in fostering 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 other marketing goals of the Division.

Description of Duties and Responsibilities:

Establishing a Value-Added Webpage: The project will focus on the development of a webpage that features value-added food businesses that have on-line fulfillment/ecommerce in a specific category (to be determined). An existing model follows that is currently on our webpages:

<https://www.mass.gov/service-details/chocolate-and-confectionery-products>

Duties will include:

- Discuss/recommend product category to list/promote business websites that offer value-added products on-line such as (hot sauce, cooking sauces, cookies, gift baskets, etc.).
- Draft survey to collect relevant information and images.
- Aid in the collection of information from businesses that want to participate and the translation of information to a format to be listed.
- Work with the Division of Markets web staff for the design of the on-line version page including copy and images.
- If time allows, research existing models by state agencies that promote on-line businesses.

Research and Develop a plan for opening the Massachusetts Building for the 2020 Big E Fair:

Assist the Massachusetts Building Manager with research and development of the official Massachusetts Building opening plans for the 2021 Big E Fair. Components of the plan will include specific detail plans required by COVID-19 policies as it relates to staff, vendors, fair attendees and the general public.

The Massachusetts Building located on the Avenue of States, provides Massachusetts businesses, non-profits, and other entities an opportunity to showcase their products and services. During the Eastern States Exposition (The Big E) held annually in West Springfield, MA for 17 days (September 17-October 3, 2021) and draws over 1.6 million people.

Research and document the following as it relates to COVID-19 guidelines:

- Response plans for large events
- State and local health requirements
- Develop safety guidelines
- Develop training procedure

- Traffic patterns for Massachusetts Building
- Develop outline for Exhibitors individual plans

Preferred Knowledge and Skills:

Good communication skills, Google search, Microsoft Office products

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 – maximum 12 – 15 hours/ week. More hours could be offered based on availability.

**EEA INTERNSHIP POSITIONS ARE UNPAID**