

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

#7 – Communications and Marketing for Mass Grown & Fresher Program

Location: 225 Turnpike Road, Southborough, MA - Remotely

Brief Description of Internship Position:

The Division of Agricultural Markets fosters the growth and viability of the Commonwealth's agricultural markets including domestic, international, as well as state agricultural fairs. The MassGrown & Fresher Initiative seeks to cultivate techniques for consumers to gain greater awareness of local agricultural products and farms.

The MassGrown and Fresher Intern will assist the Division of Agricultural Markets with graphic design and development of outreach materials and content for email and social media outreach. These tasks will also include data entry, data analysis, and maintaining program records.

Description of Duties and Responsibilities:

1. Assist in marketing and promotional efforts for "Massachusetts and Grown" crops, as well as a focus on dairy products through the efforts w/the [MA Dairy Promotion Board](#).
2. Assist with the design and development of outreach materials for the [MassGrown and Fresher website](#). Ex. Help design new promotional rack card(brochure).
3. Assist with creating graphics and posts to our social media accounts: [Instagram](#), [Twitter](#), and [Facebook](#).
4. Assist in developing communication plan/outreach calendar for 2021-2022.
5. Assist in developing press releases, media advisories and talking points for future agricultural events.
6. Assist in updating/editing our farms database. Add new farms when appropriate.
7. Assist with The [MassGrown Exchange](#). Help analyze survey results, and seek methods to improve awareness and use of the platform. Follow up w/businesses to clarify their "Listings"
8. Assist with updating and maintaining [Agricultural and Culinary Events Calendars](#).
9. Other duties as assigned.

Access to laptop is required.

Preferred Knowledge and Skills:

1. Proficient in Microsoft Office, especially Excel, Word and Outlook.
2. Creative skills and experience with either Microsoft Publisher and Adobe Suite programs. (Training will be provided if not).
3. Experience with various social media platforms as well as Hootsuite.
4. Attention to detail to ensure accuracy and comprehensiveness of work.

Hours per week:

10-15 hours per week. Once trained via Teams or Zoom, flexible dates and hours.

Other relevant information:

Most likely this will be a full remote position.

This would be a great opportunity for a marketing, graphic design or communications major that can bring fresh ideas in promoting local food and farms.

EEA INTERNSHIP POSITIONS ARE UNPAID