

# Internship with the Michigan Department of Agriculture & Rural Development (MDARD) & the Food Export Association of the Midwest USA

**April 2 – August 31, 2012**

(Possibility for extension beyond August)

**Hours: 15-20/week**

## International Marketing Internship

### Duties:

- Provide assistance in organizing and planning international marketing activities to promote Michigan agricultural products to the world.
- Update database of Michigan companies that export and send trade leads to companies.
- Contact Michigan companies to recruit them for various international marketing activities.
- Assist in the planning and coordination of international marketing activities.
- Assist in outreach to Michigan companies through Twitter, newsletter, and additional formats
- Design bimonthly newsletter using Adobe InDesign
- Promote activities and programs offered by MDARD and Food Export Association of the Midwest.

### Knowledge and Skills Required:

- Strong organizational skills and the ability to prioritize work
- Verbal and writing skills, comfortable with e-mail communication and cold calling
- Ability to provide excellent customer service to a wide range of Michigan companies and producers
- Ability to organize and implement programs and services
- Computer skills (especially in MS Office, Access, Twitter, Adobe InDesign, and internet research)

### Minimum Education Required:

Applicant should be enrolled in a post-secondary educational institution. Applicants should be in their second or third year of undergraduate studies or first year graduate students enrolled in these preferred areas of study: **International Relations, Food Marketing, Agriculture Communications, Marketing, Agriculture Business, or a similar major/field.**

Student is a contract employee with the Food Export Association of the Midwest located in Chicago, IL but will work out of the MDARD offices in Lansing, MI and is supervised by the MDARD, International Marketing Program Manager. This is a paid internship.

Please send resume with cover letter and a copy of your college transcripts by **Feb. 28, 2012** to:

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