



# WORLD DAIRY EXPO.

## Position Description

<b>Position Title:</b>	Media Intern
<b>Location:</b>	World Dairy Expo, Madison, Wis.
<b>Time Period:</b>	September 29 – October 5, 2019
<b>Reports to:</b>	Media Relations Specialist

The Media Interns assist the Media Relations Specialist with the management of the Media Room at World Dairy Expo. This internship provides students with an active role in writing press releases and creating and executing social media plans while engaging with media professionals and dairy industry representatives from around the world.

### Educational Requirements:

Actively pursuing a BS or BA in a dairy, agricultural or communications field.

### Position Requirements:

- Excellent written and verbal communication skills
- Self-motivated with strong organizational skills and creative, out-of-the-box thinking
- Strong work ethic and willingness to complete tasks
- Understanding of various social media platforms utilized by WDE
- Comprehensive understanding of the agriculture and dairy industry
- Proficiency in Microsoft Office Suite and Adobe Creative Suite
- Physical requirements of this position include: the ability to lift at least 50 pounds, walk significant distances and work extended hours

### Primary Functions/Responsibilities:

- Write press releases following AP style
- Create and gather content for social media platforms
- Script writing for the Parade of Champions and the World Forage Analysis Superbowl
- Assist with the management of the Media Room at World Dairy Expo
- Other duties as assigned

### Application Details:

- A resume, cover letter and one writing sample should be sent to Katie Schmitt, [kschmitt@wdexpo.com](mailto:kschmitt@wdexpo.com), by July 1, 2019
- Four Media Interns are desired. The opportunity exists for one of the four interns to work 20 to 40 hours before World Dairy Expo as well. Please indicate in your cover letter if you are interested in being considered for this pre-show work.
- If questions or further information is needed, please contact Katie at the WDE office; 608-224-6455