

# WORLD DAIRY EXPO®

*Where the Global Dairy Industry Meets!*

## Position Description

<b>Position Title:</b>	Communications Intern
<b>Location:</b>	World Dairy Expo, Madison, Wis.
<b>Time Period:</b>	May 17 – October 2, 2021
<b>Reports to:</b>	Communications Manager

Under the direction of the Communications Manager, the Communications Intern assists with the preparation and promotion of World Dairy Expo. This internship provides a student with an active role in writing press releases, creating and executing social media plans and designing show materials while engaging with media professionals and dairy industry representatives from around the world.

### Primary Functions/Responsibilities:

- Write press releases following AP style
- Develop and execute content schedule for Expo's various social media platforms
- Design show related materials
- Aid in the management of the Media Room at World Dairy Expo
- Other duties as assigned

**Educational Requirements:** Actively pursuing a BS, BA or Masters 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 agriculture and the 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

### Application Details:

- A resume, cover letter and one writing sample should be sent to Katie Schmitt, [kschmitt@wdexpo.com](mailto:kschmitt@wdexpo.com), by February 21, 2021.
- The Communications Intern will be full-time from May 17 – August 13 and September 26 – October 2. The opportunity also exists for this intern to work part-time remotely from August 16 – September 24.
- If questions or further information is needed, please contact Katie at the WDE office; 608-224-6455.