

WORLD DAIRY EXPO®

Where the Global Dairy Industry Meets!

Position Description

Position Title:	Media Intern
Location:	World Dairy Expo, Madison, Wis.
Time Period:	September 26 – October 2, 2021
Reports to:	Communications Manager

Under the direction of the Communications Manager, a Media Intern assists with media initiatives at World Dairy Expo and the management of the Media Room, Expo's on-site resource for media professionals. This week-long internship provides students with an active role in writing press releases, creating content and executing social media plans while engaging with media professionals and dairy industry representatives from around the globe.

Primary Functions/Responsibilities:

- Write press releases following AP style
- Create and gather content for social media platforms
- Script writing for the Parade of Champions
- 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, by June 1, 2021.
- Four Media Interns are desired
- If questions or further information is needed, please contact Katie at the WDE office; 608-224-6455.