



POSITION: Business Marketing and Communications Intern, Midwest Region Produce Cooperative (MRPC)

SUPERVISED BY: Theresa McCormick, Second Harvest Heartland Produce Strategy Manager

POSITION SUMMARY: With an emphasis on B2B marketing and communications, the MRPC Business Marketing Communications Intern will focus on using marketing and communications tactics to increase the participation of member food banks, including increasing "sales" of produce to food banks in the upper Midwest and across the country, and increasing engagement with cooperative content (weekly reports, monthly newsletters, monthly calls and webinars, etc.)

DUTIES:

- Develop and execute communication content that informs and strengthens relationships with food banks who are members of the cooperative, with a focus on increasing their participation in and engagement with the cooperative offers (increase "sales" and engagement/content performance)
- Execution of communications activities for the MRPC including but not limited to: email newsletters, video series, graphic design, educational materials, internal communications, and more
- Manage and update the MRPC communications content calendar

LEARNING OBJECTIVES:

- Provide a basic grounding of planning and executing integrated communications campaigns
- Provide basic grounding in project management and integrated communications strategy development

MINIMUM REQUIREMENTS:

- Completed or working toward a college degree, preferably in a related field (e.g., Business Marketing, Marketing, Communications, Organizational Communications)
- A commitment to the mission of Second Harvest Heartland
- Excellent written and verbal communication skills, strong editing skills
- Self-motivated, detail-oriented with strong organizational skills
- Ability to follow through on tasks with minimal supervision
- Ability to work as part of a team
- Effective time management with an ability to multitask, meet deadlines and be flexible with changing priorities
- Experience in photography, video editing and graphic design a plus

TIME REQUIREMENTS AND SCHEDULE:

- **Total time requirement:** 10-20 hours per week
- **Project timeline:** Sept-De 2018
- **Schedule:** Monday-Friday, 8am-4pm
- **Work site:** Second Harvest Heartland

ORGANIZATION CONTACTS:

- Second Harvest Heartland Produce Strategy Department
- Possible food shelf employees/volunteers/clients

TO APPLY: Please submit cover letter and resume to Internships@2harvest.org