

2022 National Cattle Congress Marketing Internship

National Cattle Congress Mission Statement: We provide facilities for agriculture, education, and leisure activities to enhance the quality of life, both culturally and economically, in Northeast Iowa.

The National Cattle Congress (NCC) organization provides year-round events and activities for the Cedar Valley, surrounding communities and states. Along with providing facilities for events such as weddings, workplace celebrations, and fundraising events, we offer many events that provide community involvement, education, cultural diversity, and opportunities for families to enjoy time together.

Our biggest annual event is the National Cattle Congress Fair. The fair provides patrons with a mix of entertainment, education, and experience with livestock and agriculture. Livestock events invite youth from Iowa and surrounding states an opportunity to win scholarships for continuing education. In addition, our Program Discovery provides over 2800 elementary school children with hands-on opportunities to learn about farming and agriculture and highlights how Iowa's rich history has made an impact on today's economy. In 2017, our fair was awarded the Blue Ribbon by the Association of Iowa Fairs. This award recognizes fairs across Iowa that promote services to youth programs and provide distinguished service to the community.

Friends of the NCC is our 501(c)(3) non-profit organization that collects donations from both individuals and organizations that support the NCC's mission and activities.

Marketing Internship

The marketing intern will work directly with NCC staff to create, proof, and monitor communications on behalf of the organization. This includes written communications for use in press releases and print pieces as well as on the organization's website and social media channels.

In a typical internship, you may:

- Work with staff to determine key messages
- Write press releases for an upcoming event or program and modify that content for use across other mediums, including website and social media
- Write, edit, or add content to the organization's website
- Design print materials to promote the NCC organization or Friends of the NCC
- Coordinate special events, donor communications and correspondence for Friends of the NCC
- Conduct public interaction by answering phones, responding to emails, or greeting and talking with office visitors

- Developing displays for fair activities
- Develop a system to track activities at NCC facilities to record participant numbers and demographics
- Work within predetermined parameters and timelines to achieve high quality results
- Take and channel constructive feedback during the editing and revision process to improve your knowledge-base and skillset

Successful interns will possess:

- Professional, responsible and team-oriented manner
- Strong speaking and social interaction skills
- Strong written and verbal communication skills
- Strong proofreading and editing abilities
- A strong desire to learn and take constructive feedback
- Ability to sort and process key information and messages
- Ability to meet deadlines
- Ability to work independently and professionally
- Self-starter with a strong work ethic
- Moderate proficiency in Microsoft Word & Excel
- Working towards a degree in marketing, communications or a related field

Intern is expected to work ___ hours per week at \$15.00 per hour.

APPLICATION

Please send resume, cover letter, three references, and two writing samples to Jim Koch at jim@nationalcattlecongress.com.