



# Minnesota Holstein Association (MHA)

## Marketing and Events Internship Application

The MHA Marketing and Events Internship will provide a multi-faceted learning experience for a college student interested in dairy breed association work, marketing, communications, event planning and public relations. The intern will provide the Minnesota Holstein Association (MHA) with assistance in planning and managing the 2022 National Holstein Convention, the Minnesota State Holstein Show, the Midwest Fall National Holstein Show and 4-6 district shows.

**Timeline:** Approximately mid-May through the Midwest Fall National on August 31, 2022. An earlier start date would be desirable if the applicant's academic schedule permits.

**Compensation:** Paid on an hourly basis, will range from \$15-18/hour based on applicant's experience. Mileage, lodging and expenses associated with shows and events will be reimbursed.

### Major Responsibilities

Assist the Minnesota Holstein Association with the busy 2022 schedule of summer activities, as outlined below. In particular, the MHA is hosting the 2022 National Holstein Convention in Sioux Falls, South Dakota, from June 27 - July 1, and expecting over 1,500 attendees. Throughout the summer, the intern will work closely with the MHA staff to manage social media channels, develop content for the MHA website and Minnesota Holstein News, photograph and share live results from shows, and assist in the development of promotional materials such as signage, show programs, advertisements and more.

The intern will work closely with the MHA board of directors, MJHA board of directors, National Holstein Convention executive committee, MHA staff and MHA members throughout the summer. There will be significant travel involved, as well as work on weekends and at other times as assigned.

A tentative schedule and list of responsibilities can be found below.

**May (approx. 60 hours):** Develop content for June issue of the Midwest Holstein News, assist in designing Cow of the Year contest winner advertisement and in the development of National Holstein Convention Booklet, coordinate signage and assist with registrations for National Holstein Convention, schedule social media content, and attend MHA Board Meeting.

**June (approx. 100 hours):** Attend Minnesota State Holstein Show June 13-18 – Assist in checking in cattle for the show, checking paperwork at stalls, taking photos during the event, entering placings and updating social media. The week would consist of 40 hours; arriving the evening of June 13 in Perham, MN.

Attend National Holstein Convention June 27 - July 1 – Assist in taking photos and updating social media throughout the week. Assist as needed with the dairy bar, registration, tours, and other events. The week would consist of 40+ hours; arriving the evening of June 26 in Sioux Falls, SD.

**July (approx. 40 hours):** District Shows – Intern would be responsible for traveling to district shows throughout Minnesota to take placings, provide updates on social media, take photos, and complete a press release recapping results from all shows. Travel to each show would be required. Typically 4-6 district shows take place in Bagley, Cannon Falls, Owatonna, Pipestone, Rochester. (Approx. 4-6 hours/show)

Write national convention recap articles, distribute press releases and assist with convention wrap-up as needed.

**August (approx. 25 hours):** Midwest Fall National – Intern would help take placings, hand out awards, and take photos for the Midwest Fall National Show during the Minnesota State Fair on August 31. (8 hours total).

Write feature story and intern recap article for September issue of Midwest Holstein News.

## **Guidelines:**

The MHA Marketing and Events internship requires excellent oral and written communication skills, as the intern will be expected to write articles, email correspondence, and communicate on a daily basis with board members, junior and adult exhibitors, parents and state association leadership. Experience and familiarity with cattle shows is necessary, along with a working knowledge of social media platforms, Wordpress website platform, editorial writing, and event planning. Individual must be a self-starter with organizational skills and the ability to react independently and assist in various capacities at events and shows.

**If interested, please email resume, cover letter and 3 references to MHA Marketing Manager, Brooke Bobendrier, at [mnholsteinmarketing@gmail.com](mailto:mnholsteinmarketing@gmail.com) by February 15, 2022.**