



*Minnesota*

**HOLSTEIN ASSOCIATION**

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## **Minnesota Holstein Association 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 2026 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 September 2, 2026.

**Compensation:** Paid on an hourly basis \$17/hour. Mileage, lodging, and expenses associated with shows and events will be reimbursed.

### **Major Responsibilities:**

Assist the Minnesota Holstein Association with the 2026 schedule of summer activities, as outlined below. 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, awards, advertisements and more.

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

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

### **May (approx. 20 hours):**

- Minnesota Holstein News - assist the Marketing Manager in developing content for the June issue
- Schedule social media content
- Attend MHA Board Meeting
- Minnesota State Holstein Show - preparation and planning

**June (approx. 80-100 hours):**

- Minnesota State Holstein Show - preparation including catalog, backtags, social media announcements and more!
- Minnesota State Holstein Show - June 16-20 (Pipestone, MN). The week would consist of approximately 40 in-person hours; arriving the afternoon of June 16 - depart the afternoon of June 20th. Assist with the following:
  - Check-in cattle for the show
  - Check paperwork at stalls
  - Record placings
  - Create graphics for social media updates
- MHA Field Day:
  - Set up for the event
  - Create graphics and take photos
  - Provide support where needed

**July (approx. 40 hours):**

- MHA District Shows -Intern will be responsible for traveling to 4-6 district shows throughout Minnesota during the months of July and August. (Approx. 4-6 in-person hours/show) Travel to each show will be required
  - Take placings
  - Compute breeder and exhibitor points
  - Provide updates on social media
  - Take photos
  - Complete a press release recapping results
- National Holstein Convention:
  - Write press releases/social media updates related to Minnesota members
- Midwest Fall National show
  - Begin preparations for show and social media updates

**August/September (approx. 40 hours):**

- Midwest Fall National - September 1-2 (Approx 8 in-person hours total).
  - Record placings
  - Hand out awards
  - Post results to social media
  - Write a feature story and intern recap article for the Fall issue of Midwest Holstein News.

### Guidelines:

The MHA Marketing and Events Internship requires excellent oral and written communication skills. Intern will be expected to write articles, email correspondence, and communicate on a daily basis with board members, junior and adult members, and state association leadership. Experience and familiarity with cattle shows is necessary, along with a working knowledge of social media platforms, 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. The MHA Marketing and Events Internship is a hybrid position with primarily remote interactions and weekly online staff meetings, as well as the aforementioned in-person events, with weekly online staff meetings. A reliable form of transportation is required, as there is a lot of travel expected in this position.

**If interested, please email resume, cover letter and one reference to the MHA office at [minnesotaholstein@gmail.com](mailto:minnesotaholstein@gmail.com) by November 15, 2025.**