



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 2024 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 28, 2024.

Compensation: Paid on an hourly basis \$16/hour. Mileage, lodging and expenses associated with shows and events will be reimbursed.

Major Responsibilities:

Assist the Minnesota Holstein Association with the busy 2024 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, 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 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. 20 hours): Develop content for June issue of the Midwest Holstein News, assist in designing Holstein of the Year contest winner advertisement, schedule social media content, attend MHA Board Meeting, and help with state show preparation.

June (approx. 80-100 hours): Continue preparations for state show including the state show catalog, backtags, and social media announcements. Attend Minnesota State Holstein Show June 11-15 – 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 afternoon of June 11 in Sauk Centre, MN.

Attend Field Day July 22 in Arlington, Minnesota. Help set up for the event, greet guests, take photos, and provide support where needed.

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 throughout July and August (Approx. 4-6 hours/show).

Write press releases related to National Convention, distribute press releases regarding district shows and assist with preparations for Midwest Fall National show.

August (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 throughout July and August (Approx. 4-6 hours/show).

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 28. (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 the MHA office at minnestoaholstein@gmail.com by February 1, 2024.