

Communications & Outreach Intern | Job Description & Responsibilities

The TLD Communications & Outreach Intern reports directly to the CEO with direction from the Communications Manager and Events Manager. This position is located in **Traverse City, MI** for 14-weeks from May-August. An estimated **25 hours a week** is required as is flexibility to work evenings and weekends. **A stipend of \$2,500** will be disbursed in 3 monthly increments + mileage reimbursement.



The ideal candidate is outgoing and self-motivated with an interest in writing and passion for local food. A reliable vehicle, computer and camera/cellphone is expected. Housing is not included, but staff can help to provide recommendations.

The Communications & Outreach Intern's responsibilities include:

1. Know Your Farmer Project

- a. This project is a major responsibility for the intern to develop and execute from start to finish with ample opportunity to use their own creativity.
- b. Collect Interviews and Profile a Farmer every week from around the State
 - i. Create plan for farmer outreach
 - ii. Utilize a simple set of fun questions
 - iii. Take or acquire clear, high resolution images of the subjects
 - iv. Create written blogs, video pieces, or audio interviews consistently throughout this project
- c. Promote project through social media with Comms Manager

2. Events

- a. Assist in tabling and organizing events throughout the summer representing TLD, including but not limited to: Local Farmers Markets, Pop-up Brunches, Farmers Market Cooking Demos and larger events.
- b. Communicate with vendors at events and handle questions about the certification and their role.

3. Magazine Distribution

- a. Complete weekly distribution routes for our Guide to Local Food for N. Michigan
- b. Create and organize long-term distribution plans for the NW region

4. Social Media/Newsletter Content Creation

- a. Provide photos and assorted written content in regards to other projects (i.e. cooking demos, know your farm project, etc)
- b. Introduction blog piece and end of internship blog piece
- c. Instagram introduction photo and blurb

5. Retail visits and Outreach

- a. Complete regular visits to partner stores to keep inventory of new local products and update in-store marketing signage, shelf-talkers, etc.
- b. Complete Local Food Tastings at retail locations as needed.

The deadline to apply for this position is March 15, 2019. Please complete the application form at bit.ly/TLDinternapp19 and include a resume.