

## Media Intern

Raising Nebraska  
Grand Island, NE

Spring 2020, Summer 2020, Fall 2020

Paid Internship – \$10/hour - average 10-15 hours per week

This can be a multi-semester position

As an intern, you will work directly with the Raising Nebraska Experience Coordinator, Nebraska 4-H and Extension, and IANR Media in planning, developing and executing a wide-range of media content for the promotion of events and programs related to Raising Nebraska, including the 2019 Nebraska State Fair. This successful candidate will also be responsible for the social media channels related to Raising Nebraska, with some administrative duties as needed. The successful candidate will receive hands-on experience in digital media promotion as part of a fun and supportive team.

This internship is paid. Additionally, any travel and lodging expenses will be covered.

### Job Description:

- Maintain and help create social media content for all social media channels
- Work with Raising Nebraska Experience Coordinator, Nebraska 4-H, and IANR Media to integrate PR campaigns
- Event promotion through digital media channels
- Working with other departments as needed to help promote the Raising Nebraska brand, events, and facilities.
- Working with Experience Coordinator to develop and refine measurement strategies for PR campaigns
- Keeping abreast of industry and competitive trends and regularly informing Experience Coordinator of noteworthy news items and opportunities
- Position will offer input into projects, be invited to meetings, and may be asked to assist other departments

### Important Skills/Traits

- Excellent analytical and presentation skills including handling many assignments simultaneously
- Effectively balance strategic thinking and execution in a fast-paced environment
- Should exhibit creativity and resourcefulness
- Self-confident and outgoing personality
- Organized and detail oriented
- Excellent communication skills (verbal and written)
- Entrepreneurial attitude and ability to think outside the box
- Desire to learn
- Strong interpersonal skills

### Job Requirements and Qualifications:

- Degree seeking student in an institution of higher learning and enrolled during the Spring 2020 academic year
- At least 2 years of coursework in Media/Communications, Agricultural Communications preferred
- Must be able to travel to Grand Island, Nebraska, for meetings and have his/her/their own reliable transportation
- Previous organizational media experience a plus
- Working knowledge of Microsoft Word and Excel
- Ability to follow instructions and work independently
- Strong organizational skills
- Impeccable attention to detail and writing skills
- Proactive, outgoing, positive and professional personality

### Raising Nebraska

Raising Nebraska is a 25,000 square foot interactive experience focusing on Nebraska agriculture today and how the state is positioned for global leadership in feeding the world. Raising Nebraska is designed to let people see agriculture from virtually every angle – from water conservation to soil health, from animal well-being to food safety, from invention to innovation, from economic impact to global hunger. Raising Nebraska is one of the nation’s leading literacy experiences.

Located in Grand Island, Nebraska, Raising Nebraska is a collaborative effort with the Institute of Agriculture and Natural Resources (IANR) at the University of Nebraska-Lincoln, the Nebraska Department of Agriculture and the Nebraska State Fair.

If interested, please contact Sarah Polak at Raising Nebraska for more information and application.



**Sarah Polak**, Experience Coordinator

#### **Raising Nebraska**

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