

# 2025 Minnesota Pork Public Relations Internship



*Offered jointly by the Minnesota Pork Producers Association and the Minnesota Pork Board*

The Minnesota Pork Board (MPB) oversees the investment of mandatory pork checkoff dollars in the areas of research, promotion, and education.

The Minnesota Pork Producers Association (MPPA) serves the state's pork industry by focusing on advocacy, public policy, and issues management. This organization is funded through membership fees and pig farmers' voluntary contributions.

**Location:** Minnesota Pork Office, Mankato, Minn.

**Term:** May 27- September 1, 2025

**Wages:** \$18 per hour plus overtime over 40 hours, no benefits  
Mileage and expenses for work purposes will be reimbursed  
Housing is not provided

**Eligibility:** Applicant has completed freshman, sophomore, junior, or senior year of college

**Preferred Majors:** Agricultural Communication, Agricultural Education, Animal Science, Mass Communications, Public Relations, Marketing, or other related majors.

## **Tasks and Opportunities:**

The intern will be assigned projects overseen by MPPA/MPB staff. Activities may include, but are not limited to:

- Content creation - article writing, graphic design, digital and social media content development and execution, leadership development programming, farm tours or outreach, and traditional media planning.
- Coordinate and execute local and state-level events primarily targeting non-farming audiences, including the Minnesota State Fair
  - Intern is integral in planning and facilitating Minnesota Pork's presence at the Minnesota State Fair, including volunteer and supervisor recruitment and oversight, creating handouts and marketing materials, and directly interacting with fairgoers, the media, and other booth visitors.
- Attend and participate in staff, farmer, committee, and industry working group meetings
- Other tasks as assigned

A significant emphasis will be placed on further developing the individual's professional network during the internship.

## **Essential Skills:**

- Strong written and verbal communication skills (including proper telephone, email, and social media etiquette)

- Ability to prioritize and work resourcefully and independently
- Organization and attention to detail
- Ability to plan a project and follow through
- Ability to work on several projects at one time
- Takes pride and ownership in the quality of work and project outcomes
- Outgoing personality, ease in meeting or connecting with new people
- Able to work with people having diverse or differing viewpoints
- Able to work a flexible schedule, including occasional nights and weekends
- Ability to communicate agricultural information to a non-agricultural audience

**Required Knowledge:**

- Knowledge of pork industry and livestock production practices or willingness to learn
- Computer proficiency (MS Office, including Word, PowerPoint and Excel)

**Other Requirements:**

- Applicants must have availability for the 2025 Minnesota State Fair Aug 21 – Sept 1
- Applicants must have a valid driver's license and no major moving vehicle violations in the previous three (3) years.
- Applicants must be physically able to lift 50 pounds

**Application Process:**

- Submit a resume, two writing or project samples, and a list of references.
- Email application materials to [colleen@mn-pork.com](mailto:colleen@mn-pork.com) **AND** [lauren@mn-pork.com](mailto:lauren@mn-pork.com) or
- Mail application materials to Minnesota Pork Producers Association 151 Saint Andrews Ct., Ste. 810, Mankato, MN 56001.

**Application Deadline:** October 25, 2024