

POSITION DESCRIPTION

Title: Programming & Communications Intern

Type of Position: Part Time Internship from January 2026 – September 15, 2026

An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the functions which the employee may be expected to perform. This internship will average approximately 15 hours per week, with weekly hours varying based on scheduled events.

Consumer and Producer Communications

- Support the execution of MBIC social media strategy across different platforms.
- Contribute to MBIC written content including print articles, press releases, email newsletters, social media copy, etc.
- Adhere to brand guidelines for digital and written content.
- Assist in communications with several audiences.
- Collaborate with others to brainstorm promotion and marketing for industry events.
- Monitor and report on social media trends and post-performance.
- Assist in updating webpages.
- Other duties as assigned

Program & Event Execution

- Attend MBIC, partner, and consumer events, as needed, representing MBIC and Michigan's Beef Farmers, complying with beef messaging, policies, and image; may require limited evening, weekend, or overnight travel as deemed necessary.
- Actively participate in brainstorming and project planning, contributing ideas and innovative approaches to outreach during team meetings, and supporting MBIC programming in coordination with the Marketing Plan.
- Assist in executing MBIC Consumer, Influencer, and Stakeholder focused programs and events.
- Manage fulfillment of orders for beef promotional materials, etc.
- Works primarily with MBIC staff, with opportunities to collaborate with staff of other in-state and national agriculture and cattle industry organizations.
- Other duties as assigned

Minimum Qualifications

Education & Experience – Currently pursuing or recently graduated with a degree in Agricultural Communications, Agricultural Leadership, Communications, Marketing, Agribusiness or related field

SKILLS - Approach projects energetically, with a positive attitude.

- Be creative and adaptable, work well with others to complete projects.
- Be organized with attention to detail.
- Knowledge of various social media platforms' functionality and purpose.
- Excellent written and verbal communication skills.
- Self-starter that can take initiative.
- Prior experience with Microsoft Word, Outlook, Excel and PowerPoint (or similar software applications)

Application Process:

Candidates interested in this position must submit a cover letter and resume to George Quackenbush, Executive Director
gquackenbush@mibeef.org