



The Missouri Beef Industry Council
2306 Bluff Creek Drive Suite 200
Columbia, Missouri 65201

MBIC INTERNSHIP - Applying knowledge acquired in the classroom to real-world situations, as well as gaining skills and experience necessary to prepare the student for a successful career in business administration, marketing, communications, or any other related field; is what an intern can expect working for the Missouri Beef Industry Council.

Internship Highlights: Students will learn to combine advertising, business logistics, research, product management, and creating awareness and demand through targeted efforts to satisfy consumers with products and services. Intern will work with a team and implement marketing plans and research reports. If University internship guidelines permit, this would be a paid internship beginning May/June, 2021 and ending in late August 2021.

Internship Overview: Internships are professional experiences that students participate in to gain professional skills and experiences. Interns will work with product and brand management and internal and external communications. This may include but not limited to:

- General office responsibilities
- Creating promotional campaigns and materials for traditional and digital media
- Doing research on a target market
- Assisting with producer and/or consumer events (which could include planning, executing, marketing and presenting at any sponsored events)
- Attend "field days" to market and educate audiences on various programs
- Assist council staff with follow-up of producer and consumer events
- Meet and visit with producers and agribusiness partners about related programs
- Coordinate state fair activities with Missouri Cattlewomen's Beef Showcase (i.e. cooking demos, cow mascot, permanent video display)

Qualifications:

- Pursuing degree in business administration, marketing, communications, agriculture or a related field.
- Proficient writing skills
- Computer skills: Word, Excel, PowerPoint, social media background
- Ability to lift up to 50 lbs.
- Ability to travel for consumer and producer events
- Ability to work with others
- Ability to manage numerous projects simultaneously
- Adherence to deadlines and budget
- Willingness to contribute to the overall operation of the Missouri Beef Industry Council
- Ability to generate, share, and follow through on creative ideas
- Dependable transportation required

Application Instructions:

- Send resume, cover letter and references to Mark Russell by **November 5th, 2020**.
- Interviews will be conducted November 16th and 17th, 2020 at assigned times.
- Contact mark@mobeef.com or call 573-817-0899 if you have further questions