



Marketing & Communications Internship

Position: Intern – Marketing Communications

Location: This is an in-person position based in our West Des Moines, Iowa, office. Remote or hybrid work is not available.

Schedule: May-Aug. (30 hrs/wk), Sept.-April (20 hrs/week)

Compensation: Paid internship

Summary

IALF is seeking a Marketing & Communications Intern to help share the story and impact of agricultural literacy education across Iowa. This position provides experience in nonprofit marketing, public relations, digital communications, content creation, social media, event coordination and promotion. The intern will work closely with IALF staff to develop communications that promote educational programs and resources, highlight the impact of IALF's work, recognize partners and supporters, and engage educators and other audiences across Iowa.

The ideal candidate is a strong writer who is creative, organized, detail-oriented, and interested in gaining practical communications experience. An agricultural background is helpful but not required; an interest in learning about agriculture and communicating its importance to a variety of audiences is essential.

Job Responsibilities

Content Development & Storytelling

- Write and edit content for newsletters, website articles, blog articles, news releases, social media, promotional materials, and other communications, including coordinating blog content.
- Identify and develop stories that demonstrate the reach and impact of IALF programs, educators, students, volunteers, partners, and supporters.
- Interview educators, agricultural professionals, program participants, and others to gather information, quotes, and stories.
- Assist with development, design, and branding of IALF educational lessons, resources, publications, and other materials, helping create visually engaging, user-friendly pieces that align with IALF brand standards.
- Assist with photography, video, and other visual content that supports IALF communications.
- Help ensure communications are accurate, engaging, audience appropriate, and consistent with IALF's brand and voice.

Digital Marketing & Social Media

- Assist with planning, creating, scheduling, and monitoring content for IALF social media channels.
- Develop graphics and other digital content to promote programs, resources, events, and organizational initiatives.
- Update and maintain website content to ensure information is accurate, engaging, and aligned with IALF programs and brand standards.
- Support email marketing efforts, including newsletters, program promotions, and other communications.
- Review basic communications and engagement data to help evaluate effectiveness of digital content and outreach.

Public Relations & Outreach

- Assist with developing news releases, media pitches, feature stories, and other public relations materials.
- Help promote IALF programs, events, professional development opportunities, educational resources, and organizational accomplishments.
- Assist with communications that recognizes and engages sponsors, donors, partners, volunteers, and other stakeholders.
- Support outreach efforts that build awareness of IALF and agricultural literacy across Iowa.



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Programs & Events

- Provide communications and promotional support for IALF workshops, conferences, educational programs, fundraising efforts, and special events.
- Attend select IALF programs and events to assist with onsite coordination, including onsite set up/tear down, presenting, gathering photos, videos, interviews, and stories for use in communications.
- Assist with developing event materials, signage, presentations, and other promotional pieces.
- Work collaboratively with IALF staff and partners to support organizational projects and priorities.
- Some in-state travel, including occasional overnight travel, may be required.

Additional Support

- Assist with maintaining and organizing communications materials, photo and video files, media contacts, and other marketing resources.
- Assist with special projects and other communications or organizational needs, as assigned.

Qualifications

Preferred Background

- Current college student or recent graduate pursuing communications, public relations, marketing, journalism, advertising, agricultural communications, or related field.
- Experience with writing, social media, digital content, photography, video, graphic design, or other communications activities preferred.
- Knowledge of agriculture is helpful but not required.

Skills & Abilities

- Strong oral and written communication skills, including excellent grammar, spelling, and proofreading abilities.
- Ability to write for different audiences and communication channels.
- Creative thinker with an interest in storytelling and content development.
- Strong organizational skills and attention to detail.
- Ability to manage multiple projects and deadlines.
- Self-motivated and able to take initiative while working independently and collaboratively.
- Comfortable communicating with educators, agricultural professionals, partners, donors, and other stakeholders.
- Proficiency with Microsoft Office programs, experience with Adobe Creative Suite and Canva, familiarity with social media and digital communications platforms.
- Experience with graphic design, photography, video editing, email marketing, website content management, or related tools is beneficial.
- Professional, dependable, flexible, and willing to learn.

What You'll Gain

The Marketing & Communications Internship provides an opportunity to build a professional portfolio while contributing to a statewide nonprofit organization. The intern will gain experience in:

- Marketing and communications strategy
- Writing and editing for multiple audiences and platforms
- Public relations and media outreach
- Social media and digital marketing
- Email marketing and newsletters
- Website content development
- Graphic design and development of educational and promotional materials
- Photography, video, and visual storytelling
- Event coordinating, promotion and communications



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- Nonprofit and donor communications
- Measuring communications reach and engagement
- Working with agricultural organizations, educators, businesses, and community partners

Interns will have opportunities to develop published work and portfolio pieces while gaining experience communicating about agriculture, education, and nonprofit programs.

To Apply

Please submit a resume, cover letter, and 2-3 relevant work samples by November 1 to: **Kelly Foss**, Iowa Agriculture Literacy Foundation, kfoss@iowaagliteracy.org.