



## Marketing and Social Media Internship

- Duration: 13 weeks (May 21 - August 19, 2018)
- Salaried Non Benefited position
- Paying \$560 per week

### Job Description:

The Marketing and Social Media Intern will be responsible for coordinating and executing Barnyards & Backyards social media and other marketing strategy tactics. Along with other logistical marketing tasks they will be working across key social media channels including Facebook, Instagram, and updating the website. The intern will also be given the opportunity to offer their own thoughts and ideas on effective marketing approaches. The intern will be instrumental in gaining awareness for the brand across the state and increasing our social media presence.

### Responsibilities:

- Carries out logistical tasks to implement all marketing strategies
- Updates social media accounts with current and relevant photos, videos, and other content
- Responds to posts or comments to bring value to user's interactions
- Reads short articles and writes summaries which are usable on social media
- Completes other social media projects as assigned, grows online following

### Requirements:

- Creative, self-starter who is comfortable with both taking initiative and working in collaboration.
- Experience with Microsoft applications, Google Analytics, Hootsuite, Mailchimp, and basic photo editing and video editing software.
- Familiarity and proficiency with mainstream social media platforms
- Good writing skills

### Eligibility:

The intern will work from an office in the College of Agriculture and Natural Resources building. Candidates should maintain a positive attitude, exhibit a strong work ethic, should be flexible and willing to take on multiple tasks. This internship will benefit someone who is interested in marketing, communication, management, and related business fields.

The University of Wyoming is committed to diversity and endorses the principles of affirmative action. We acknowledge that diversity enriches and sustains our scholarship and promotes equal access to our education mission. We seek and welcome application from individuals of all backgrounds, experiences, and perspectives.

Intern must be enrolled for University of Wyoming credit and register for 1 - 4 credits as desired  
(Intern will be responsible for tuition costs associated with the course.)

**Summer 2018 Semester**

AGRI 1520 - Field Practices: Extension  
AGRI 4520 - Field Practices: Extension  
AGRI 5520 - Field Practices: Extension

**Fall 2018 Semester**

AGRI 1520 - Field Practices: Extension  
AGRI 4520 - Field Practices Extension  
AGRI 5520 - Field Practices Extension

(1520 for freshman/sophomore; 4520 for upper division; 5520 for graduate level standing)

**To Apply:**

Please send your resume and a cover letter to Jennifer Thompson, UW Extension Small Acreage Outreach Coordinator, at [jsjones@uwyo.edu](mailto:jsjones@uwyo.edu).

**Applications will be reviewed March 5, 2018**

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