Innov8 Ag Solutions Marketing Intern

About Us: Innov8 Ag Solutions is partnered with Microsoft on data-informed farming, bringing together disparate on & off-farm data enabling farmers to make informed management decisions based on Machine Learning/AI-based recommendations. Our differentiated approach leverages agronomist expertise through PhD researchers from land-grant universities & ag-centric colleges; providing them with data sources, big data capabilities, & machine learning tools paired with farmer expertise and experience. This summer we partnered with WSU and WWCC to kick off a micro-climate pilot in one of the largest apple orchards in the world – and we’re already starting to see opportunities for cost savings and environmental conservation. This is an opportunity for you to be at the leading edge of agtech, where population growth & climate change challenge bright minds to save the world.

Purpose of Position: We are looking for an intern to assist with all facets of marketing activities. The internship will be approximately 10-15 hours per week. As an intern, you will assist with creation of a marketing plan, associated marketing tasks, as well as helping with social media where you will aid in content creation, post scheduling, and social media strategy. The successful candidate should have a firm grasp of the latest social media trends.

Job Description:

• Day to day marketing activities
• Develop strategies for social media (Twitter, Facebook, LinkedIn, Instagram, Youtube, etc.)
• Draft weekly e-newsletters to subscribers
• Prepare weekly updates and reports to track growth and success rates of campaigns
• Keep up to date and informed on new social media trends and adapt accordingly
• Ensure proper messaging is being executed online
• Content creation and scheduling
• Web/Social media measurement and analysis
• Trade show planning

Requirements & Qualifications:

• Working towards a Bachelor’s Degree, preferably marketing, mass communication, or public relations
• Junior or Senior with minimum 3.0 GPA
• Experience in social media and web marketing
• Must demonstrate strong writing, communication and interpersonal skills
• Attention to detail
• Proficient in Microsoft Office
• Experience in Photoshop is a plus • Knowledge of HTML/FBML is a plus

Other:

Innov8 Ag Solutions is an Equal Opportunity Employer
• Work approximately 10-15 hours per week with flexible schedule
• This is a paid internship starting at $12.50 / hour with room to grow.

To Apply:

Email cover letter and resume to Steve Mantle at steve@innov8ag.com. Please place “Marketing Intern” in the subject line and note in your cover letter if you are Work Study eligible.