

Job Title: Intern

Wage/Hour Status: Nonexempt

Reports to: Director of School Nutrition Services

Pay Grade: Part-Time/Temporary

Dept./School: School Nutrition Services

Date Revised: December 2024

Qualifications:

Education:

- Currently Enrolled in College Communications, Journalism Major, and/or Agriculture Communications preferred
- High School diploma required

Special Knowledge/Skills:

- Solid news judgment, branded image awareness and management,
- Proficient with computers, Website development, Excel spreadsheets,
- Ability to work independently to meet established task schedule
- Familiarity with capturing images (picture taking) for social media
- Possess valid driver license and have personal vehicle for use traveling to campuses

Experience:

- Intern should have experience in public relations or a related field with skills in graphic design, photography, written and oral communication.
- Capable of handling high stress while maintaining a positive attitude.
- Professional appearance, clear speaking voice and excellent interpersonal skills are required.
- Computer skills including Microsoft Office software. Familiarity with Canva, Thrillshare (or web site tool), Adobe Photoshop and InDesign are desired.

Major Responsibilities and Duties:

1. Develop and publish monthly Calendar Menus for all campuses on the department website based on the prepared menus in Titan menu planning software.
2. Collaborate with department dietitian to create and coordinate content for social media campaigns and observances based on the planned annual calendar. May use resources such as Pinterest, Google, and inspiration from other school district Facebook/websites for development.
 - Promote menu specials - at least 1/month/campus category (Elem., Int., MS, HS)
 - Feature 2-3 schools/mo. highlighting each of the staff that work at that campus and "what" they prepare for the kids showing the employee preparing and presenting those items for service
 - Documenting menu promotional days (going to schools and taking pictures of displays, food, marketing material) to post on social media
3. Maintain updated social media sites by scheduling social media posts including Facebook & Instagram
4. Write press releases for events and announcements.
5. Conduct interviews to be used in marketing and social media materials.
6. Support the marketing and communications staff in creating collateral pieces.
7. Collaborate with other school district departments as needed
8. Assist with special events including planning and execution of the event.
9. Assist with any photography needs.
10. Update item data in Titan when needed (pricing, tags, etc.)
11. Miscellaneous tasks such as data extraction, spreadsheet analysis, etc.
12. Help compile and update internal and external media contact lists
13. Flexibility in work schedule to assist with special events as needed

Learning outcomes and benefits:

Apply the principles of public relations and communication in a USDA funded non-profit organization.

Gain experience in project management.

Create materials that can be included in a professional portfolio, specifically focusing on website development, social media coverage, PSAs, and announcements

Duration: The internship will run for approximately 36 weeks, from July/August 2024 to May 31, 2024.

Summer opportunities are also available. Start and end dates are flexible based on the intern's academic year.