

Illinois Corn Marketing Board  
**Communications Internship:  
Issues Management, Social Media  
2017 Program Guidelines**

**Objective**

The purpose of the Issues Management & Social Media program internship is to provide an opportunity for a young person to work as a part of the ICMB staff during the summer of 2017. The intern will develop skills in working independently and create supporting program elements given the goals of ICMB, while handling basic communications and social media applications within the office environment. The Issues Management and Social Media intern should expect to leave with a portfolio of examples of monitoring current issues and devising appropriate organizational responses. The work will also include updating the photo and image files. This intern will work with the other summer interns as appropriate.

**Required Qualifications**

The ICMB Intern:

- Must be an Illinois resident and full time college student.
- Must exhibit strong communication and leadership skills.
- Must have a driver's license, reliable transportation and be willing to travel to functions.
- Must submit a completed application as outlined below.

**Preferred Qualifications**

- A good working knowledge of Illinois Agriculture.
- A genuine interest in the Illinois corn industry.
- Preference will be given to students entering their Junior year or higher.

**Intern Responsibilities:**

The ICMB Intern will work in the following areas:

- Public Relations, Marketing and Communications support
- Manage and update IL Corn social media channels
- Conceptualization, writing, and production of scripts for short educational or satirical videos for YouTube on corn products and issues. Also production of fact sheets and other items as assigned.

**Work Schedule:**

- The Intern will work in the Bloomington, IL, office of the IL Corn Marketing Board, Monday – Friday, normal office hours.
- Must be available to start no later than (preferably sooner) June 2, 2017 and work through August 4, 2017.

**Supervision:**

- The Intern may work with all ICMB staff and leaders as needed. The intern will report to the communications director. The ICMB Communications Director will coordinate the Intern's schedule, projects and activities.
- The Intern will be required to submit a summary report of activities, accomplishments, contacts made, experiences, and recommended future direction, upon completion of the internship.

**Professional Development:**

- Intern will have the opportunity to interact with association professionals, educators, and a wide cross section of Agricultural leaders.

**Compensation/Travel Allowance:**

- The Intern will be compensated with an hourly wage, tentatively planned for \$14/hr
- The Intern will be allowed reimbursement of expenses (mileage, hotel, meals, etc.) related to all approved ICMB activities.
- The Intern is encouraged to investigate and seek credit hours for the internship through his or her school, in addition to the above scholarship awards.

**Application Process:**

Candidates must submit the following to the ICMB office no later than March 21, 2017.

- A completed application form.
- A current resume.
- A list of accomplishments, awards, and activities (may be included in resume).
- An original video script regarding the corn industry or issues related to it in Illinois, 30-90 seconds in length. See the IL Corn youtube channel for samples. (script to be the property of ICMB after submission)
- Links to videos or other projects you've created that demonstrate your ability

Further, candidates may be asked to:

- Participate in an interview.
- Undergo appropriate training at the Illinois Corn Marketing Board office and the IL Farm Bureau office.

**Deadline for application – March 21, 2017**

**Please complete the application, prepare and attach the required information (listed above), and send via U.S. mail or scan and email to:**

**Illinois Corn Marketing Board**

Attn: Tricia Braid, Communications Director [tbraid@ilcorn.org](mailto:tbraid@ilcorn.org)  
P.O. Box 487, Bloomington, IL, 61702-0487

**2017 Illinois Corn Marketing Board  
Communications Intern:  
Issues Management, Social Media**

<b>Name</b>
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<b>Home Address</b>	<b>City</b>	<b>State</b>	<b>Zip</b>

<b>Home Phone</b>	<b>Home E-Mail</b>

<b>College Phone</b>	<b>Address</b>	<b>State</b>	<b>Zip</b>

<b>Cell Phone</b>	<b>College E-Mail</b>

<b>Major</b>	<b>College Year</b>

<b>Applicant's Signature</b>
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