

Texas Pork Producers Association

Internship – Summer 2021



OBJECTIVE

The purpose of this internship is for the selected student(s) to become involved in the pork industry by actively engaging in the daily functions of the Texas Pork Producers Association. Intern(s) will not only work to enhance the development & delivery of program activities, but also assist in providing communications & educational opportunities for producers, youth and the public about the pork industry.

RESPONSIBILITIES

1. Observe the functions of an agricultural organization.
2. Gain communications and public relations experience.
3. Learn about producer and youth educational programs.
4. Learn about marketing, promotional & public relations programs.
5. Be involved in the development & implementation of said programs.
6. Represent TPPA in a professional & positive manner throughout the internship.

SCHEDULE

10-12 week internship during the summer, with details will be determined on an individual basis. The intern will be actively involved in various activities and tasks, including but not limited to the following:

1. Receive training from the National Pork Board and represent TPPA at World Pork Expo.
2. Assist with multi-media marketing & pork promotion; design advertisements, build web content.
3. Assist in the planning and facilitation of the Texas Pork Leadership Camp.
4. Prepare, organize & carry out functions of the Texas Pork Industry Conference & Youth Symposium.
5. Be involved in the writing of press releases and feature stories for the Producer Connection magazine and TPPA website.
6. Perform daily office tasks including: answering phones, filing, data entry & assisting membership.

SELECTION CRITERIA

Position(s) is available to any student, but preference will be given to those meeting the following criteria:

1. A Texas resident
2. A full-time college student with an agricultural-related major that has experience in communications, marketing and journalism.
3. A student in good scholastic standing with excellent written & oral communication skills.
4. Exhibits a genuine interest in animal agriculture.

FINANCIAL ASSISTANCE

The intern will be paid on an hourly basis to help cover expenses during the summer and/or a scholarship will be paid directly to their college institution. Details will be discussed prior to beginning of internship.

APPLICATION PROCESS

Please submit a cover letter and resume that portrays your qualifications and desire to work in agriculture, specifically the pork industry.

**** Application Materials are due to the TPPA Office by March 15, 2021. ****

Texas Pork Producers Association
4514 Englewood Ave, Lubbock, TX 79414
brooke@texaspork.org

Brooke Blum, Director of Communications and Member Outreach