Position Description
Summer Marketing Intern

POSITION: Intern
DEPARTMENT: Content Services
REPORTING RELATIONSHIP: Marketing Manager
LOCATION: Kansas City

COMPANY PROFILE:

Farm Journal is the recognized leader in the B2B agriculture media / business information market. The Company has a broad portfolio of top brands and media channels including magazines, broadcast, online/digital, mobile, newsletters and events – plus a robust demographic and behavioral database. The Company serves key sectors in agriculture throughout the channel including traditional row-crop (corn, soybeans, wheat & cotton) and livestock (beef, dairy & pork) producers, produce (retail, growers, shippers, wholesalers, brokers, etc.) and ag retail (ag crop and livestock input retailers, co-ops, machinery dealers, etc.).

Many of the Company’s brands are industry icons: including Farm Journal, The Packer, Top Producer, Pro Farmer, Drovers and Dairy Herd Management. In addition to traditional print publishing, the Company produces national television and radio programs including “AgDay,” “US Farm Report,” “AgriTalk,” and “Market Rally.” The Company produces more than two dozen industry-leading websites including Agweb.com, ThePacker.com, ProduceMarketGuide.com and GreenBook.com. The Company also distributes content and marketing through Farm Journal Mobile, a unique text-messaging service and mobile app platform. The Company licenses detailed industry data via its FarmReach database, publishes several paid-information newsletters, produces numerous large-scale live events, and provides extensive custom-publishing services.

POSITION OVERVIEW:

The Marketing Intern will support Farm Journal in its marketing efforts by developing media kits and supporting projects including processes, photo library, standardized templates and guidelines.

DUTIES AND RESPONSIBILITIES:

Key responsibilities include, but are not limited to, the following:

- Media kit development
- Update photo library based on photo shoot list
- Coordinate standard proposal templates
- Marketing template for timelines
- Develop style guide for Content Services projects
- Develop graphic designer guidelines for freelancers
- Developing a testimonial release form and system for managing
• Developing a photo release form and system for managing

EDUCATION/SKILLS/PROFESSIONAL EXPERIENCE:

Qualifications include, but are not limited to, the following:

• Excellent written and verbal communication skills
• Solid organizational skills including attention to detail and multi-tasking skills
• Strong working knowledge of Microsoft Office especially excel
• Agriculture or magazine background or experience preferred
• Ability to multiple projects and tasks on a regular basis
• Customer focus
• Must be able to work within a team and excel in a fast-paced environment

For more information or questions on any Farm Journal job postings, please contact:
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