

## PURPOSE

The selected candidate will be responsible for assisting and supporting the Marketing Department with a variety of social media and marketing initiatives.

## DIMENSION/FUNCTION

Marketing and Communications, Marketing Department, Supervised by the Marketing Manager, and no direct reports assigned.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** will vary with assignment, but include:

- Update and Maintain social media accounts and company website
- Create print and digital communication pieces using InDesign and other Adobe software programs
- Help write a weekly, internal newsletter called Wyffels FYI
- Assist with the event planning, management, and execution of the 2016 National Sales and Marketing Meeting
- Represent Wyffels Hybrids at 2016 Corn Strategies customer event
- Assist with the development of creative concepts and marketing strategies for the upcoming 2017 sales year

## QUALIFICATIONS

Wyffels Hybrids is looking for an undergraduate student majoring in Sales, Marketing or Advertising. This person should have excellent verbal and written communication skills, with extensive knowledge of Web and social media. PowerPoint, Word and Excel experience is a plus as well as farm background/knowledge.

## KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED

Understanding of key concepts

Communication skills

Management skills

Use of computer

## PHYSICAL REQUIREMENTS:

Type of Activity	Description of activity or where activity is performed	Frequency
Sitting	At desk	Frequently
Talking/Hearing	Voice communication with customer & co-workers	Daily
Typing/Writing	Type & enter data into computer, complete paper work and forms, take notes, send electronic mail	Daily

## WORK ENVIRONMENT

Marketing internship is located at company headquarters in Geneseo, IL. Occasional travel is required to company-wide events.