

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

Work with staff in the areas of Marketing and Communications. 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 annual Sales and Marketing Kickoff
- Represent Wyffels Hybrids at the annual Corn Strategies customer event
- Assist with the development of creative concepts and marketing strategies for the upcoming 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, Excel and graphic design experience is a plus as well as a general knowledge of agriculture.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED

Understanding of key concepts

Communication skills

Management skills

Use of computer

WORK ENVIRONMENT

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