



COMMUNICATIONS INTERN

JOB DESCRIPTION

Job Summary: This position works with the Wisconsin State FFA Convention Public Relations Team and convention managers to assist with development and implementation of communication strategies for both traditional and new media forms including newspaper, TV, and social media for purposes of outreach, marketing and public relations of the Wisconsin State FFA Convention.

Applicants selected for this position will be ineligible to run for state FFA office.

Reports to: Designated Wisconsin FFA Center Staff Member

Term of Position: April 15 – June 2025, 5 hours weekly in addition to the State FFA Convention, June 9-12, 2025. State FFA Convention attendance is **required**.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. If accommodations are needed in the application process, please email media@wisconsinffa.org.

Supporting the Public Relations Team include but not limited to:

- Attending virtual orientation, training, and weekly planning meetings.
- Meeting weekly and monthly deadlines for projects
- Brand Representation: Upholding the values and brand image of Wisconsin FFA while interacting with all audiences.
- Assisting with written communication including press releases and creative writing pieces for internal and external use
- Building relationships with media contacts (newspaper, tv, etc.) to increase the reach of the association
- Choosing high-quality engaging photos that best represent event highlights
- Being a welcoming face to all convention attendees, and assisting to answer questions
- Developing engaging content including posts, stories, photos, and videos to showcase convention events, including but not limited to workshops, competitions, sessions, and other activities.
- Monitoring social media channels, respond to comments, messages, and mentions.
- Staying update on social media trends, tools, and best practices to suggest innovative strategies for enhancing the convention's social media presence.
- Provide a report on media performance and suggest strategies for improvement following convention.
- Complete a brief review of the intern experience to help Wisconsin Association of FFA improve the Public Relations Team in the future.



Competencies

- Communication skills
- Knowledge of Social Media (Facebook, Instagram)
- Attention to detail, shape, color and form
- Collaboration skills
- Adaptability skills
- Ability to exercise good independent judgement
- Ability to interpret data
- Strong organizational and time management skills
- Strong philosophical adherence to creating an environment of belonging

Required Education and Experience

- Experience with content creation and using social media platforms
- Experience with written communication
- Must have a High School Diploma/GED at time of applying

Preferred Education and Experience

- Cloud storage and file sharing platform knowledge (Google Drive)
- Basic computer skills including Microsoft Office, Google Drive, and Canva
- Interested in growing upon public relation skills

Supervisory Responsibility

- Assist in overseeing a group of FFA members selected to serve on the Public Relations Team

Compensation

- Lodging and meals will be covered throughout State FFA Convention.
- A stipend will be granted upon successful completion of internship.
- *Should the intern desire to receive internship credit for this experience, Wisconsin FFA will work with their respective University to ensure credit requirements are met. Expense of the internship credit will be on the intern.

Work Environment

- This position is remote and requires use of a personal computer or University/Two-Year program provided computer and internet. Travel required to Wisconsin State FFA Convention in June.

Other Duties as Assigned

Please note this job description is not designed to contain a comprehensive listing of duties or responsibilities that are required for this role. Duties and responsibilities may change at any time with or without notice.

The Wisconsin Association of FFA does is an equal opportunity employer. It is our policy to provide equal employment opportunity to all persons regardless basis of sex, race, color, religion, age, national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation, or physical, mental, emotional, or learning disability. We comply with all federal, state, and local equal employment opportunity regulations.