

Client Relations/Communications Internship 2014



Your Experience Includes:

Goal Planning Session
Employment Experience Kickoff Luncheon
Tours and Field Trips
Customized Employment Experiences
Networking Opportunities



Client Relations/Communications Internship 2014

Goal Planning Session

- Develop employment experience goals for student
- Assign mentor(s)

Experience Kickoff Luncheon

- Welcome to MaxYield!!
- Lunch
- Meet mentor(s)

Experience Opportunities

Web Communications

- Update and maintain company websites and electronic communication
- Execute social media strategy (Facebook, blog, Twitter, YouTube)

Client Communications

- Assist with creating MaxYield's *My Solutions* magazine and tractor calendar
- Develop and create news releases and photo opportunities for MaxYield Cooperative
- Edit newsletters
- Conduct interviews with tractor calendar and other media subjects

Video

- Plan, prepare and produce company videos
- Post to YouTube channel

Event Planning

- Assist and implement plans for MaxYield events, including summer learning plot tours
- Coordinate summer activities for interns (field trips)

Recruiting

- Work with mentor to develop and implement plans to increase awareness of MaxYield on college campuses.

Ag Cooperative 101

- Learn how cooperative's function
 - Annual Meeting
 - Nominating committee/Director elections

Team Member Communications

- Work with MaxYield team members and locations to review and implement key MaxYield brand and communication strategies.

Facility Tour Opportunities

- GPRE Ethanol in Lakota: Tour plant and MaxYield Office
- Murphy Brown Feed Mill in Hobarton: Tour mill and MaxYield Office
- Tour corporate headquarters and marketing/communications department of Midwest based regional cooperative

Other Experience Opportunities

- Internship can be flexible to meet the needs of the student.
- Provided numerous career networking opportunities.

During your MaxYield Employment Experience:

You will be assigned a mentor(s) to help facilitate your learning experience and to assist you in meeting your experience goals.

Lunch with the Leaders each month

Complete your "What I learned at MaxYield" student project.

To Launch Your Exciting Career With Us...Contact:

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