



FRONTIER

COOPERATIVE

Frontier Cooperative – Internship Program

Classification	Marketing & Communications Intern	Position Type	Internship
Division	Marketing	OT status	Non-Exempt
Location	Lincoln, Nebraska	Revised Date	January 2021

CLASSIFICATION PURPOSE

At Frontier Cooperative, our vision is “Leading the way to develop generational success.” Due to our unique structure, we benefit from having farmers as customers, employees, neighbors, family members, friends, board members, owners, and residents of the communities we serve. We feel that farmers and the cooperative system are special, and we strive to be the model for what the future of agricultural cooperatives look like for future generations. We also feel it’s crucial to set the example for how to successfully bring multiple (vastly different) generations together, facilitating conversations, providing resources, promoting growth and advocating for change.

That is a big vision, where would an organization even start on something like that? It begins by creating opportunities, which is one of our Core Values at Frontier Cooperative. Our Internship Program is designed to do exactly that. It’s an opportunity for a student to learn and experience our business units and understand why each is necessary for Frontier to be successful.

OPPORTUNITY

Marketing Internship Objective: This role will support marketing strategies and all other Frontier business units in marketing, advertising, communications, promotional, and public relations activities which represent Frontier Cooperative. The Marketing Intern will work closely with the Marketing Director on branding strategy and support the Marketing Department to help build and maintain a strong and consistent brand for Frontier Cooperative. The selected candidate will assist the Marketing Department with digital and social media strategies, platforms, and messaging. He or she will develop and pitch creative ideas that promote Frontier Cooperative and align with the company’s culture and Mission, Vision, and Core Values. This person will assist with Frontier Coop’s major event planning, as well as photography and videography as needed. This position requires time spent on creative writing projects, including but not limited to: website content, printed and digital marketing materials, quarterly newsletters, social media messaging, print and digital ads, and other projects as assigned. This role may advise and work closely with Frontier’s community outreach programs and involvement, including community organizations, youth groups, 4-H, FFA, schools, etc. that fall in Frontier Coop’s footprint. As a Marketing Intern, the candidate will have the opportunity to learn about Frontier Cooperative’s various business units and how the work together.

An internship at Frontier Cooperative will provide a full and realistic view of the work involved in a career in agriculture, specifically at a coop. Our program integrates learning and experiences with practical application and skill development in the workplace. Interns will be provided with a mentor and opportunities in self-leadership training and various workshops when available. Additionally, each intern will identify a project to focus on during his or her time at Frontier, which will be presented to the Senior Leadership Team.

SKILLS, ABILITIES, AND QUALIFICATIONS

- An interest in the Agricultural Industry
- Experience using social media platforms (i.e. Facebook, Twitter, Instagram, LinkedIn, etc.)
- Excellent communication skills (creative writing, polished verbal communication skills)
- Idea Creation and creative concepts
- Creative eye for layout and design
- Experience or interest in creative design and editing (i.e. Photoshop, Lightroom, InDesign, Publisher, PowerPoint)
- Experience or interest in photography and/or videography is a plus
- Courses taken, knowledge of, background experience, or interest with any of the following: Agricultural-related, Sales, Marketing, Advertising, Journalism, Mass Communication, Broadcasting, Web Design.
- Organizational skills, multi-tasking skills, ability to collaborate with a team, as well as work on projects solo
- Previously involved with FFA or 4-H is desirable, but not a necessity
- Experience or interest in event planning
- Experience or involvement with public relations activities, community organizations/projects, youth and educational events and opportunities
- A willingness to spend time learning about the cooperative system and each of the business units of Frontier Cooperative
- Flexibility to work outside of regular office hour if necessary or when possible
- The ability to work in a professional office environment
- Valid Driver's License and ability to travel within our business footprint
- Organizational and time management skills
- Ability to adjust to multiple demands, shifting priorities, ambiguity, adversity, and constant change

PHYSICAL DEMANDS

These physical demands are representative of the physical requirements necessary for an intern to successfully perform the essential functions in the assigned business unit/role. Reasonable accommodation can be made to enable people with disabilities to perform the described essential functions. While performing the duties, an intern must have the ability to regularly use arms, hands, and fingers to handle, feel, reach, grasp, turn, lift, move, twist or bend. This position frequently requires the ability to sit for long period of time and occasionally stand, walk, balance, stoop, kneel, or crouch. Depending on the business unit, an intern may need to occasionally lift and/or move between 50 to 75 pounds, frequently lift and/or move between 10-50 pounds.

WORK ENVIRONMENT

While performing the responsibilities of the job, these work environment characteristics are representative of the environment the intern will encounter. Reasonable accommodations may be made to enable people with disabilities to perform the essential functions of the job. While performing the duties of this job, this position may be exposed to moving mechanic parts, dirt, dust, wet, dry, hot, and cold weather conditions. In addition, the intern may have the opportunity to observe work in high precarious places, closed in surroundings, and/or with fertilizers and chemicals. The noise level in the work environment is usually low to moderate levels.