



855 CRV COWS | www.CRV4ALL.us | info@CRV4ALL.us
CRV USA | 2423 American Lane | Madison, WI 53704

MARKETING AND COMMUNICATIONS INTERN JOB DESCRIPTION

ABOUT CRV: CRV is a world-leading, customer-focused cattle improvement organization that helps dairy producers build healthy, easy-to-manage, and profitable herds—helping them meet the demands of an ever-changing market and improving their quality of life.

The CRV USA office in Madison, Wisconsin was established in 2009—but the organization was formed more than 140 years ago in Holland and now serves more than 100,000 customers in 60 different countries.

POSITION: Marketing and Communications Intern

DESCRIPTION: CRV USA seeks a dynamic, self-starter to assist in a wide variety of marketing, communications, and sales support activities.

JOB FUNCTIONS AND RESPONSIBILITIES:

- **General Responsibilities**
 - Draft and distribute news releases, media advisories, and other stories
 - Develop sales flyers, direct mail, invites, and other collateral and sales tools
 - Update the CRV website when needed
 - Work with sales team to find, interview, and photograph customers in order to develop testimonials and case studies
 - Assist with annual advertising and editorial planning and execution
 - Assist with developing annual calendar and sire directories
 - Develop bi-weekly marketing reports
- **Events and Tradeshow**
 - Help develop and track annual tradeshow plan
 - Track and report on annual tradeshow budgets
 - Lead logistical tasks related to exhibitions, events, and customer meetings
- **Digital Marketing**
 - Assist in planning and developing marketing/content calendar
 - Write content for variety of digital marketing tools
 - Prepare email blast and eNewsletter templates
 - Distribution list building, acquisition, and management
- **Social Media**
 - Assist with social media calendar, brainstorm ideas for new and innovative campaigns
 - Research and recommend social media channels to use/discontinue
 - Draft, edit, and post content to social media channels
 - Monitor social media and website analytics on a weekly/monthly basis, provide reports, and make recommendations to increase engagement
- **Other Tasks**
 - Manage collateral and logowear inventory
 - Work with sales support and sales team to streamline and effectively use CRM tool
 - Research industry-specific sites, blogs, forums, etc. for coverage, reviews, customer comments, and other relevant information
 - Help ensure corporate documents and human resources tools follow the CRV brand
 - Assist with product/program launch activities



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REQUIRED QUALIFICATIONS:

- Completed or working towards degree in Marketing, Advertising, Communications, Public Relations, Journalism, or related field
- Background in and/or knowledge of the agriculture industry
- Excellent written and verbal communications skills
- Knowledge and experience with social media platforms
- Strong attention to detail and organizational skills
- Ability to prioritize, multi-task, and meet deadlines
- Ability to work from December 2016 to December 2017
- Must have a reliable mode of transportation and valid driver's license

DESIRED SKILLS:

- Dairy industry and/or animal genetics background
- Graphic design and proficiency in Adobe Creative Cloud programs
- Website content management system experience
- Photography

START DATE: This is a year-long internship that can begin immediately and extend through the end of December 2017. Internship credit for at least one semester.

HOURS: During the school year 10-15 hours preferred; 30-40 hours during the summer.

COMPENSATION: This is a paid internship. Pay based on experience and skills.

TO APPLY: Please send a cover letter, resume, and sample work/project to jobs@crv4all.us by December 23, 2016.