



Job Description: BioZyme® Sure Champ® Mini Internship
Reports To: Jackie Lackey and BioZyme Event Intern

The BioZyme Sure Champ Mini Intern is a student looking to gain experience in on-site PR, social media and marketing through livestock shows. The candidate is required to think outside of the box, execute a marketing plan, engage in social media and be familiar with the general care of livestock. The intern needs to be a well-rounded individual who can work with multiple parties and represent the company in a professional manner.

Eligibility:

- Applicants should be entering their sophomore, junior or senior year in college.
- Agriculture related major field of study is required. It is strongly recommended that the applicant has taken writing, agricultural communications and/or marketing classes.
- Proficiency in social media experience is necessary.
- Must be able to provide your own laptop.
- Applicants must be detail-oriented, outgoing, enjoy travel, have the ability to work well under pressure and with all types of people and be a self-starter who can work on their own.
- Applicants must be a member of the breed association associated with the junior national Mini Internship they are applying for.
- Interns cannot be showing at the junior national they are representing.

Locations:

The internships will take place at the following junior national livestock show in 2017.

Charolais	June 18-23	Grand Island, NE
Red Angus	June 19-23	Stillwater, OK
Maine/Chi	June 23-30	Hutchinson, KS
Limousin	July 1-7	Grand Island, NE
Brahman	July 3-8	Texarkana, AR
Shorthorn	July 3-8	Tulsa, OK
Angus	July 9-15	Des Moines, IA
Simmental	July 9-15	Hattiesburg, MS
Hereford	July 14-21	Louisville, KY

Internship Structure:

The selected intern(s), with the help of our sales and marketing teams, will work to develop a comprehensive junior national event plan. This plan will properly promote the Sure Champ® brand and products as well as represent our purpose to support junior livestock programs and the related breed.

- Each mini intern must engage in various webinars to learn as much as possible about Sure Champ as a brand and its products.
- Each mini intern will be given a promo kit to use as they wish at their junior national.
- Each mini intern will need to present a plan to the BioZyme Junior National Event Team for review/approval prior to the applicable show they are attending.
- Each mini intern will be entered in a contest to determine who was most effective relative to their audiences engagement.
- Each mini intern must implement the plan to the best of their ability and will be judged on the following:
 1. Timeliness and ability to interact with the Sure Champ Event Team
 2. Engagement created both at the event and with online spectators
 - a. How many prospect cards they return filled out at the event
 - b. How many social engagements were created by posts while at the event
 - i. Likes (1pt), Shares (2pts), Comments (2pts)

EARN

- Each mini intern will be paid a \$250 scholarship at the conclusion of their junior national event.
- Each mini intern will compete against all other mini interns for an additional \$1000 scholarship based on the criteria listed above.
- Mini interns are responsible for their own travel expenses.

What You Will Learn:

- How to plan and execute a marketing plan
- Relationship building
- How to marry social media to events

What We Require:

- An agriculture related major field of study is required. It is strongly recommended that the applicant has taken writing, agricultural communications and/or marketing classes.
- Strong communication skills
- Proficient in Microsoft Office

- Organized, with an ability to prioritize time-sensitive assignments
- Creative and flexible
- The ability to simultaneously work on multiple projects, with multiple leaders

Code of Conduct and House Rules

All BioZyme Interns are expected to behave in a professional and courteous manner as they represent the company. Illegal activities, including theft or drug use, are cause for immediate termination.