Position Description
Communications/Marketing Intern

Organization:  Michigan Apple Committee

Position:  Communications/Marketing Intern

Location:  DeWitt, Michigan

Compensation:  Paid

Dates of Position:  2013-2014 School Year

Time Commitment:  15 – 20 hours per week

Education:  Undergraduate pursuing degree in journalism, marketing, communications or public relations

Duties:
- Assist with implementation of Committee’s communication plan
- Write articles for newsletter, website and other communication tools
- Assist with implementation of Committee’s marketing plan
- Assist with coordination of media-related events
- Maintain media contact database
- Track earned media
- Assist with social media plan
- Perform related duties as required by supervisor

Qualifications:
- Detail-oriented
- Strong communication skills
- Team Player
- Self-directed

Please send resume, writing samples and cover letter to:
Michigan Apple Committee
Attn: Gretchen Mensing
13750 S. Sedona Parkway, Suite 3
Lansing, MI 48906
Gretchen@MichiganApples.com
517-669-8353