



# SUMMERFIELD FARMS

## JOB DESCRIPTION

**Position:** Digital Marketing Intern

**Nature of Position:** Unpaid, 10-15 hours per week

**Essential Duties:** Assist and support the Marketing team with a variety of social media and digital marketing initiatives across a multitude of enterprises including: weddings and events, grass-fed beef, Well Truck and on-farm store.

### Responsibilities:

- Design, plan and execute social media posts for Summerfield Farms main accounts and event accounts.
- Create and edit short-form videos for use on social media and website.
- Track social media engagement to identify high-performing ideas and campaigns for scalability.
- Respond to comments and DMs on social media platforms utilizing brand tone and voice.
- Update website frequently with community event and Well Truck schedules.
- Collaborate with team on new ideas and avenues for marketing and communications.
- Conduct market research and analysis of digital presence of competitors.
- Other responsibilities as assigned.

### Qualifications:

- Firm grasp of available tools and platforms in social media.
- Completed or working toward a college degree, preferably in a related field (Marketing, Business Administration, Public Relations, Communications, Event Management, etc.).
- Proficiency in Word, PowerPoint, Excel is required.
- Adobe InDesign and Photoshop knowledge is highly desired.
- Effective communicator, both written and oral.
- Ability to communicate and act in a professional manner at all times.
- Self-motivated, good organizational skills, detail-oriented, ability to multi-task.
- Enthusiasm for the mission of Summerfield Farms.

**To Apply:** Visit <https://summerfieldfarms.com/careers/>

**Questions?** Contact Stephanie at [stephanie@summerfieldfarms.com](mailto:stephanie@summerfieldfarms.com)