

## VitaFerm® Sure Champ® Public Relations Internship

Program Objective: To provide a variety of experiences related to the feed and livestock nutrition business, both in an office and field setting.

### **Eligibility:**

- Applicants should be entering their junior or senior year in college.
- 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.
- Proficiency in Adobe Creative Suite, video editing and social media experience is necessary.
- Must be able to provide your own laptop, DSLR camera, Adobe Creative Suite and video editing software. A reliable vehicle for transportation will be needed. (Mileage and travel expenses will be reimbursed.)
- Applicants must have strong writing and communications skills, 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.

### **Location:**

The internship will be headquartered at the BioZyme® Inc. office in St. Joseph, Mo. There will also be significant travel across the United States. Interns will be required to work several weekends.

### **Length of Internship:**

Beginning of June 2015 through the end of July 2015.

### **Primary Responsibilities:**

- Focus on creating and assisting in the implementation of marketing strategies to grow Sure Champ and Vita Charge® sales.
- Attend all activities related to junior national events and assist with selling of product.
- Work with Sure Champ's social media channels to increase awareness about the brand.
- Digital media work including shooting and editing showring promotional videos, and photography.
- Creating content for the Sure Champ Blog.
- Entering data into established BioZyme database.
- Assist in growing our current customer base and creating new leads.

### **Other Activities May Include:**

- Ride alongs with Area Sale Managers to better understand our product lines and strengthen selling techniques.
- Supporting the dealer network.

### **How to Apply:**

Interested students should email their cover letter, resume, two reference letters, and a writing sample to:

Crystal Blin

Director of Marketing

[cblin@biozymeinc.com](mailto:cblin@biozymeinc.com)

Applications must be received on or before February 15, 2015.

Please indicate on cover letter if you are interested in the sales internship, public relations internship or both.

For more information about the internship, please contact Crystal Blin at (816) 344-5227 or email [cblin@biozymeinc.com](mailto:cblin@biozymeinc.com).