



<b>Job Title:</b> Sure Champ Summer Events Intern
<b>Reports To:</b> Maisie McClure – Marketing Brand Coordinator, Beef/Show
<b>Job Location:</b> Training in St. Joseph, MO, EXTENSIVE travel to follow

This 8-week long internship position will focus on the preparation and execution of events leading up to Sure Champ Summer Show Tour, including attendance at The Exposition, Maine/Chi Junior Nationals, Charolais Junior Nationals, Simmental Junior Nationals and Hereford Junior Nationals. The internship runs from June 5 – July 30, 2022. BioZyme will accommodate all travel, food and hotel expenses during travel.

#### **ACCOUNTABILITIES**

- The intern will work closely with the Marketing Brand Coordinator – Livestock Division.
- Assist with the preparation and execution of Sure Champ, Vita Charge and VitaFerm promotion, youth outreach activities and education at ALL summer junior livestock shows attended. (see above)
- Pack and unpack booth supplies and materials.
- Conduct booth set-up on-site and work the booth during the event.
- Complete public relations and social media promotional responsibilities as needed.
- Perform post-event customer follow-up and event evaluation
- Submit a final evaluation of the internship and written expose to the Marketing Brand Coordinator – Beef/Show.

#### **QUALIFICATIONS**

- College student who has completed at least two years of undergraduate studies in the areas of agriculture, animal sciences, ag business, marketing or public relations.
- A working knowledge of the show livestock industry is preferred, but not required.
- STRONG willingness to travel and spend time on the road and in hotels.
- A willingness to learn and understand the benefits of the Sure Champ, Vita Charge and VitaFerm brands and product lines.
- Competencies (Preferred):
  - Problem Solving Skills, Strong Communication Skills, Planning & Organizational Skills, Understanding of social media.

- **Required Skills**

- Strong interpersonal and communications skills, including public speaking.
- Must be willing to relate to customers and potential customers of all ages.
- Ability to effectively work as part of a team and independently.
- Ability to lift heavy boxes and bags.
- Ability to respect and follow direction of superior.

This job description is intended to be a tool to describe the primary purposes of the job and the key responsibilities. The job description may not be inclusive of all duties and assignments. Job duties and responsibilities may be added, deleted, and/or revised at the discretion of management. This is a description of the way this position is designed to be performed and does not address the potential for accommodation, which would be addressed on a case-by-case basis.

### **APPLICATION PROCESS**

Interested candidates should submit a cover letter, resume and completed internship application via the form on the website by April 1, 2022. Questions can be directed to Maisie McClure, Marketing Brand Coordinator, Beef/Show at [mmcclure@biozymeinc.com](mailto:mmcclure@biozymeinc.com).