

WLBA Job Description

Title: WLBA Digital Social Media & Event Assistant Intern

Timeline: March – August with the ability to work remotely with the exception of attending events

Compensation – Paid Intern Position

Reports To: WLBA Board of Directors

Date Posted: February 14, 2025

OBJECTIVE:

To support the WLBA Board and its membership through the development and delivery of social media communication. This communication will provide information, promote and provide exposure of WLBA events, as well as support the objectives and goals of the association.

PRINCIPLE RESPONSIBILITIES:

1. WLBA Event Assistance, Promotion & Reporting – 25%
 - ✓ Attend or participate in the WLBA Annual Meeting. Report on director elections, award recognition, and Case IH Master Stockman Award recipients.
 - ✓ Promote, attend and assist at all WLBA events; Spring Preview, Livestock Show Camp, and the Summer Spectacular.
 - ✓ Be willing to learn, or be trained on the Showman App, used for event registration and show coordination.
2. Social Media Strategy & Content – 25%
 - ✓ Prepare and publish a minimum of one social media post per week.
 - ✓ Work closely with WLBA committees and staff to plan and maintain a content calendar for social media post related to the WLBA.
 - ✓ Post engaging content on Facebook and other social media platforms to keep the WLBA membership informed and engaged in WLBA activities, as well as other appropriate livestock industry news.
 - ✓ Promote and provide recognition for WLBA sponsors.
 - ✓ Ensure all digital media content is approved prior to publishing.
3. Website Updates/Maintenance – 20%
 - ✓ Assist the Executive Director and website vendor with WLBA website submissions, additions, changes, updates or other enhancements.
4. Digital Photo Library Management – 15%
 - ✓ Develop and maintain a digital photo library of WLBA events (using Google photos or a similar platform) for use by the WLBA.
5. Internal Communication & Collaboration with the WLBA Board & WLBA Committees – 15%
 - ✓ Help establish communication priorities and deadlines as needed.
 - ✓ Keep the WLBA Executive Director and WLBA Board informed of significant developments, problems and deadlines.
 - ✓ Ensure all content is reviewed prior to publishing to assure accuracy.
 - ✓ Maintain clear and consistent communication with WLBA committees and staff to ensure digital media communication stays up to date with the association's activities.
6. Any Other Duty as Assigned by the WLBA Board of Directors

SKILLS & REQUIREMENTS:

1. Personal computer.
2. Proficient with Microsoft Office Applications and Google Docs.
3. Strong organizational skills with the ability to manage multiple priorities and meet deadlines.
4. Proficiency with all forms of digital communications (email, website, social media platforms).
5. Exceptional writing and editing skills.
6. Experience with, or the ability to research digital marketing tool options that may enhance social media communication.
7. Ability to work both independently and as part of a team.

OVERVIEW OF FOCUS RESPONSIBILITIES

- Prepare and publish a minimum of one social media post per week.
- Promote, attend and assist with the WLBA Annual Meeting (April 13th), Spring Preview Show (June 7-8), Livestock Show Camp (June 14th) and Summer Spectacular (August 23).

This role offers an exciting opportunity to make a significant impact on the communication strategies and community engagement of the Wisconsin Livestock Breeders Association. If you have a passion for digital communication and are eager to contribute to a dynamic livestock association, we encourage you to apply!

Please send your resume to the WLBA office at wisconsinlivestockbreeders@gmail.com. We would like to fill this position as soon as possible, so please don't delay!