



Morgantown Farmers' Market Grower's Association

"We'll see you at the Market"

34 Commerce Drive Suite 106, WesMon Plaza ♦ Morgantown, WV 26501
Phone: (304) 993-2410 ♦ <http://www.morgantownfarmers.org>

Social Media Intern

Job Summary:

The Morgantown Farmers Market Growers Association (MFMGA)'s purpose is to provide area farmers with alternative opportunities through a retail marketplace and also encourage regional farming. Our commitment is to provide the consumers with fresh, locally grown or produced products in a convenient location. MFMGA operates a year-round farmers market in downtown Morgantown, as well as a seasonal farmers market in Westover.

The Social Media Intern will have a critical role to help the MFMGA reach new customers, increase vendor sales, and fulfill our non-profit mission related to local food and agriculture education.

The Social Media Intern will perform duties under the general direction of the MFMGA Board of Directors and Market Manager. Work completed in this position will provide the intern with experience and products that will be valuable contributions to their repertoire or portfolio for future career pursuits.

Duties:

Develop, propose, and implement a Social Media Marketing Plan that will leverage the following elements and use MFMGA resources effectively to increase sales and community reach: posting schedule/calendar, hashtags, paid advertising, website & blog integration, simultaneous posting, etc.

Manage core social media platforms (facebook, twitter) & blog for the market on a consistent basis (content, membership, etc.)

Strategically utilize paid advertising through facebook under BOD direction

Attend both downtown and Westover markets regularly to develop relevant and dynamic content for social media platforms, website, and blog posts (photographs, stories about vendors, etc.)

Qualifications Required:

General knowledge and enthusiasm regarding agriculture, food, and the overall industry consistent with the position

Ability to present ideas and proposals to a variety of audiences

Self-starter with comprehensive skill in photography, written communication, social media use

Relevant expertise, educational background, or past work experience in marketing or PR and social media

Ownership of camera, smartphone, computer and/or other tools required to accomplish tasks

Conditions of Employment:

Approximately 4-5 hours/week. Work schedule is flexible for development of content, but the intern is expected to attend markets regularly. This will require early mornings on Saturdays as the intern will often need to be present at opening hour (8:30 am).

Compensation:

\$800

Position Period:

May 3, 2015 - November 1, 2015

Deadline to Apply:

March 20, 2015

- **Applicants must submit a resume by email to MFMGAmanger@gmail.com.**
- **A cover letter, writing sample, blog, online portfolio, link to social media activity, etc. are encouraged**