



## Sales, marketing and event management

Summer 2021: May 14 – September 1

### **Assist with business growth and management of three growing businesses**

- Manage social media outlets for Mayer Farms Beef and Folk Song Farm
- Assist with sales at multiple Farmers' Market locations
- Develop business sales and expand outreach with local marketing
- Lead activities around marketing and delivering to potential and current customers
- Assist with maintaining curb appeal and neat, tidy farmstead facilities
- Manage websites for **Mayer Farm, Mayer Farms Beef LLC and Folk Song Farm Events, LLC**
- Represent the brands at dairy and community-related events like county fair, Farmers Market and at Farm to Table gatherings, weddings and other events involving **Folk Song Farm Events, LLC**

### **Special and Professional projects**

- Develop 12-month social media calendar and schedule posts
- Coordinate and manage weekly labor
- Develop and manage relevant social media channels that attract business from higher end clients with Mayer Farms Beef (Chicago audience)
- Develop distribution lists for potential specialty markets and work on cold-calling
- Create Christmas-Box pre-sell materials and plan, by August 1
- Develop a video blog for Mayer Farms Beef that can carry us through 2022
- Produce historical motion activated system for Folk Song Farms historical tours
- Assist with onsite management of wedding venue and agri-tourism activities
- Assist with neighbor and community outreach
- Work on expanding the marketing and business plan for Mayer Farms Beef and Folk Song Farm
- Assist with farm beautification at both sites
- Oversee daily operations of farm store and additional roadside stand – likely adding produce in 2020

### **Assist with other agreed upon projects**

You will have several opportunities throughout the internship to customize your learning opportunities by working on additional projects of interest. At Mayer Farm, we have three growing and rapidly changing businesses – Folk Song Farm Events, LLC, Mayer Farms Beef, LLC and Mayer Farm. Our family is open to sharing project lists and broadening the scope of the internship. Weekly, we will review the daily activities and learning log, so we can enhance learning opportunities throughout the summer. Ultimately, it is your responsibility to maximize the learning experience by asking for what you want, asking questions – and questioning the answers. We believe it is an honor to assist another person as they pursue professional development, learn, expand their horizons and realize their dreams.

Our community is very unique. We are looking forward to a summer of fun and opportunities.

**Skills and attributes necessary for this internship**

- Ambitious and energetic
- Eager to learn – ask a lot of questions, and question the answers...it will help us all learn more
- Team player – at Mayer Farm everyone is family. It is the ultimate team atmosphere.
- Critical thinker: Always ask “why” and then “how”. Make us think too
- Strong communicator (good listener and able to communicate own ideas)
- Timely and detail-orientated
- Able to communicate directly, one-on-one
- Flexible and problem-solver (things don’t always go as planned)
- Responsible and accountable
- Respectful to family, neighbors and business colleagues
- A good sense of humor and ability to adapt
- Proficient in Microsoft Office
- Knowledge of basic marketing and sales
- Desire to manage social media such as, but not limited to, Twitter and Facebook accounts for three growing businesses
- Media hungry and able to handle radio, print media and TV

**Opportunities for student – to grow a lifetime of hands-on marketing and sales skills**

- Expand your hands-on, experience in sales and marketing
- Do what we do, and go where we go...every day is an adventure and opportunity to learn
- Assist with promotion materials for two new community based businesses
- Further develop management, communication and coordination skills
- Live expense-free– room and board provided; Opportunity to develop life-long relationships - colleagues and friends

**Compensation**

- You will receive weekly stipend of \$100/week and commission on meat sales June 1 – September 1
- We will work to develop a position title and specialized learning opportunities that enhance your experience and skillsets
- The Mayers will manage this position as an internship or independent study based on your needs and desire. If you need paperwork filled out, we will do so.
- **Start date – May 19, 2021**
- **End date – September 1, 2021**

**Intern Coordinator – Shelly Mayer**

**Student accepting the offer:**

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Signature

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Date