

N.C. Cooperative Extension
NC State University
2501 Founders Drive, Suite 120
Campus Box 7602; Patterson Hall
Raleigh, NC 27695-7602



Cumberland County Extension Intern

Location: Cumberland County

Program Area: 4-H Youth Development, Agriculture and Natural Resources, Family and Consumer Sciences, Community and Rural Development

Immediate/Site Supervisor: Lisa Childers

Other Mentors and Supervisors: Allen West

Position Description/ Responsibilities:

Seeking an intern to assist with marketing and communications efforts that support the overall Extension program, with a focus on urban Extension initiatives to include hands-on experience in public outreach, digital media, and educational program promotion.

Responsibilities include:

- Assisting with marketing and promotion of Extension educational programs using social media platforms.
- Creating and editing video content, including producing a soil sampling instructional video.
- Updating plant identification tags in the demonstration garden, including developing QR code options that link to educational content.
- Assisting with the digitization of the Agricultural Hall of Fame for an online platform.
- Designing and developing a brochure that represents the full scope of the Cumberland County Extension program.
- Assist in creating a stock inventory of photos for marketing purposes.
- Supporting additional marketing and outreach projects as needed.

Preferred qualifications/previous coursework:

- Interest in marketing, communications, agriculture, horticulture, or community education
- Experience or familiarity with social media platforms and basic content creation
- Basic video recording and editing skills
- Strong organizational skills and attention to detail
- Ability to work independently and collaboratively in an office and field setting

Benefits/skills student will gain through this internship:

- real-world experience in Extension programming, community engagement, and digital outreach.

Additional Information

Cumberland County includes Fort Bragg—one of the nation's largest U.S. Army installations—making this a unique opportunity to learn how marketing strategies adapt to a highly transient and diverse population that includes active-duty service members, families, veterans, and civilian residents.



National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE

