

N.C. Cooperative Extension
NC State University
2501 Founders Drive, Suite 120
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Raleigh, NC 27695-7602



Vance County Extension Intern

Location: Vance County

Program Area: 4-H Youth Development, Agriculture and Natural Resources

Immediate/Site Supervisor: Micah Sharpe & Michael Ellington

Other Mentors and Supervisors: Dr. Wykia Macon

Position Description/ Responsibilities:

Assist Ag Agent in growing customer count at the Farmer's Market through media assistance:

- Submit 1-2 social media posts per week
- Assist in designing literature (new market flyer)
- Assisting in dissemination plan of marketing products
- Capture action shots of market (vendors and products)

Assist in implementation and promoting of community garden:

- Identify target audience for marketing
- Submit 1-2 social media posts per week
- Document installation and any volunteer work
- Co-create literature to promote garden

4-H Media Assistance with during Summer Fun:

- Help manage 4-H social media accounts by creating engaging posts, monitoring audience interactions, and scheduling content across platforms (Facebook, Instagram, YouTube, LinkedIn, etc.)
- Assist in filming, editing, and producing short and long-form video content for digital campaigns, social media, and other marketing efforts
- Capture and edit high-quality images for promotional materials, blogs, and social media.
- Use design tools (e.g., Canva, Adobe Creative Suite) to create compelling visuals that align with brand guidelines

Preferred qualifications/ previous coursework:

- Pursuing a degree in Marketing, Communications, Media Studies, Digital Media, or a related field preferred
- Experience in media creation tools, (Adobe Creative, Final Cut Pro, etc.) preferred. Video editing experience strongly preferred.
- Experience with social media platforms and content management tools
- Skills in video shooting, editing, etc.
- Creative, proactive, and able to work independently as well as part of a team.
- Foundational knowledge of gardening or plant care, food and nutrition, and community development

Benefits/skills student will gain through this internship:

- Practical experience in creating high-quality media content for a growing community
- Hands-on exposure to video production, photo editing, graphic design, and content marketing strategies
- Supporting and marketing a newly developed community garden in a rural community
- Gain experience working directly with a local farmers market vendors and customers
- Unforgettable memories and fun with the great staff at Vance County Cooperative Extension

Additional Information

Vance County Regional Farmers Market is entering phase 2 of their community garden construction. Several beds are in production and we're currently exploring ways to grow community adoption. In addition to the community garden, the market is exploring new initiatives like creating play areas and walking trails to encourage a healthy lifestyle for residents. Additionally, our 4-H program offers many Summer Fun programs. Many of those activities will happen at the market, but outreach to traditionally unreached groups will be a large focus. The intern will contribute to promoting youth programs and marketing Extension.



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

