

Johnston County Extension Intern

Location: Johnston County

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

Immediate/Site Supervisor: Nicole Youngblood

Other Mentors and Supervisors: Bryant Spivey & Tim Britton

Position Description/ Responsibilities:

Intern will have the unique opportunity to work with the county agricultural marketing program called JoCo Grows Agriculture. This will be a dynamic position alongside the agriculture marketing and communications agent to address needs in bridging the gap between consumers and farmers.

This intern will be expected to join for farm visits along with some office time. It will be expected for intern to help with farmer and community member interviews and content writing for social media under the supervision of Extension agents.

Intern will have the opportunity to see how collaboration among programs within the Johnston County Extension Center works together. Intern will also assist with the promotion and dispersal of a brand new project called JoCo Grows Junior Extension Agents.

Through funds that were awarded through the North Carolina Tobacco Trust Fund Commission, we also have some projects to fulfill for creating JoCo Grows Agriculture barn murals all through the county on participating farms. Part of that same funding allows us to facilitate JoCo Grows mini cost-share grants for farmers to farm signs and do other marketing projects. Intern will assist with all the projects mentioned above.

Preferred qualifications/ previous coursework:

- Good writing skills and a willingness to learn.
- Ability to use social media platforms such as Facebook and Instagram.
- Simple videography within the county will be needed for different communication projects. Video equipment is available in the office for intern to utilize.
- Be comfortable in speaking to others both one-on-one and willing to speak in front of groups where appropriate.
- Any agricultural and/or communication courses will be valuable to this position as we share research-based information to educate and tell the story of agriculture in Johnston County.

Benefits/skills student will gain through this internship:

- Intern will learn about the facilitation and early promotion of a new county-wide agricultural marketing initiative called JoCo Grows Agriculture.
- They will learn about marketing techniques and strategies that not only target the farming community, but also target consumers.
- Intern will observe the navigation of preserving and promoting agriculture in a county that is experiencing tremendous growth both residentially and commercially.
- This is an exciting opportunity to see how Extension works professionally with community partners, stakeholders, and customers.
- This internship will allow interns to apply the principles they learn in class into real-world situations.