



Graphic Design Intern

JOB SUMMARY

The Graphic Design Intern is responsible for providing support for the marketing department through a variety of channels including, print, digital, and web. The Graphic Design intern will report to the Creative Marketing Manager (CMM) and will assist with the development and design of AgAmerica's graphics, logos, print materials, collateral event materials, as well as environmental scanning of the competitive market.

JOB DETAILS

Department: Marketing and Communications
Direct Report: Creative Marketing Manager
Office Location: Lakeland, FL
Start/End Date: June-September 2019
Work hours: 15-20 per week

This is a paid internship; however, students must provide their own housing and transportation. Business related transportation and expenses will be paid by the organization.

JOB RESPONSIBILITIES

BRANDING STRATEGY

- Design infographics and manage the sourcing of photography for AgAmerica's digital platforms including the website, blog, and social media
- Create, edit, and manage the design and branding of internal and external presentations
- Assist with video production (assisting photographer, videographer, and CMM on shoot)
- Assist with collateral updates, brand consistency across platforms, and version control
- Creation and updates to various internal and external communication collateral, including sales information sheets, employee bios, etc.
- Conduct environmental scanning of competitors, agriculture/news publications, branding/design trends, and visual communication best practices for use in graphic design and print advertising
- Research design and advertising trends to develop new ideas for branding, advertising campaigns, and marketing messages
- Assist CMM in managing social media platforms and social advertising, ensuring copy and graphics are consistent with AgAmerica's brand
- Assist CMM with retail brand management of the online portal

ONBOARDING

- Manage marketing/sales materials and ordering of onboarding materials for new hires including, business cards, shirts, and promotional items

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Updated: 5/8/2019

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EOE

This job description is not designed to contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Duties, responsibilities, and activities may change or be assigned at any time.



AGAMERICA LENDING

- Coordinate/support new hire welcome desks and onboarding materials

REQUIRED QUALIFICATIONS

- Pursuing a degree in marketing, graphic design, or related field
- Proficient with Adobe Creative Suite (Illustrator, Photoshop, InDesign) WordPress, social media platforms
- Experience with storytelling and creating visual elements for print and web
- Editorial mindset that seeks to understand how audiences visualize and engage with content

AGAMERICA MISSION

- To know the farmer.
- To counsel the farmer.
- To provide a financial structure that allows the farmer to thrive in good times and to sleep well during tough times.
- To celebrate the critical role of the farmer in America, and to champion all that the American farmer represents in a changing world.

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