



**Position:** Marketing Intern  
**Supervisor:** Office and Market Coordinator  
**Dates:** April – November, April – July, or August – October  
**Time:** Flexible hours; approx. 10-20 hours; must attend a minimum of one market (Saturday or Sunday) and one office day (Wednesday – Friday) per week

### **Organization Mission**

Hillsboro Farmers' Markets creates community gathering-places for people to buy local produce and products. We partner with farms, small businesses, and groups to provide education and resources. These efforts strive to enhance our community health and economic growth.

### **Position Summary**

The Marketing Intern will be responsible for assisting the organization in the development and implementation of its marketing and public relations plans. This will be accomplished through developing engaging social media and website content and building community focused partnerships.

### **Duties and Responsibilities**

- Implement HFM's marketing plan
- Research/attend outreach events
- Distribute marketing materials (posters, flyers, rack cards)
- Create quality, fun, engaging social media content following market style guide
- Engage with customers and vendors on social media by liking and responding to comments/posts/shares
- Take vibrant pictures of products, people, and programs at the markets
- Identify local influence centers for promotional item distribution like rack cards
- Track and analyze platform engagements and statistical data
- Accurately tag vendors, sponsors, and community partners in social media posts and pictures
- Collect photo releases of people in pictures as needed
- Attend monthly marketing meetings
- Conduct market/marketing research as needed

### **Qualifications**

- Ability to work independently and as part of a team
- Must have excellent organizational skills, attention to detail, and the ability to prioritize in a changing environment
- Must have excellent interpersonal skills and follow-up skills
- Leadership potential
- Proficiency in Microsoft Office including Word and Excel
- Ability to learn other software programs
- Strong verbal and written communication skills required
- Photography/social media experience preferred