

# AGPRO, INC.

## **Company Description:**

AgPro, Inc. is based in the southeast United States. Their work varies between marketing products directly to their target audience, to providing their customers with a service. AgPro, Inc. focuses on advertisements and other means of communicating their product. Their sole purpose is to provide each of their customers with effective marketing and communication strategies that will propel their company's success.

## **Job Description:**

### **Responsibilities:**

- Develop and write media or newsletter articles that support strategic marketing plans of various clients based on interviewing industry experts, client contacts, and/or producers
- Write press releases for Filament Marketing and clients
- Coordinate sales material development for various clients, working with members of a creative design team
- Track, update and maintain clients' media relations results files and reports
- Conduct industry market research as needed
- Assist with planning and coordination of various client events and event materials
- Provide project support on marketing communications projects

### **Qualifications:**

- Excellent writing and editing skills, attention to detail
- Computer proficiency with all Microsoft Office programs
- Excellent organizational skills and the ability to prioritize multiple projects
- Poised; professional communication abilities
- Proactive time management and prioritizing skills
- Passion for, and experience in, the agriculture industry – dairy & livestock (e.g., cattle, swine, equine, etc.) and/or crops
- At least a college junior in agricultural journalism, agricultural marketing/business, animal science, communications or related field
- Basic understanding or experience in social media management, video editing/production, photography and/or graphic design a plus

### **As a Filament Marketing intern, you will:**

- Be involved with a variety of exciting advertising, public relations, media and marketing projects for our clients
- Develop pieces to continue building your professional portfolio
- Network with industry experts and influencers
- Gain knowledge of development, printing and production processes
- Work in an exciting environment with a fun team that is enthusiastic about the agricultural industry and rooted in strategy
- Work within walking distance to downtown Madison district and close proximity to the University of Wisconsin campus

### **Timing:**

- Ten to 12 weeks, depending on individual's schedule
- Office hours are 8:30 a.m. – 5:00 p.m.

- Application deadline: Friday, February 20, 2015

Please address all inquiries to:

Mr. Stuart Watson

125 Hwy. 51 Bypass

Dyersburg, TN 38024