



AMERICAN EGG BOARD

2021 AEB Internship Program

To Apply

This position is posted with Handshake to both DePaul and Northwestern students. You can also submit your cover letter, resume and any relevant samples to position@aeb.org.

Overview

This is a 10-week virtual program for two interns that highlights how we exceed our mandate to drive demand for eggs and egg products and showcases the various types of careers available related to agriculture, specifically agriculture promotion, education and research at a federal checkoff program. The primary objective is for the intern to learn both about AEB in general as well as to acquire the specific skills necessary to function effectively in the agriculture and food industry.

Two positions will be available using the same job description: one for a general marketing intern and one for a communications intern.

Supervision

Each intern will be assigned a dedicated manager within their area of expertise. Having a dedicated manager for each intern is the best way to ensure the program runs smoothly and stays focused on criteria for success. The manager is committed to effectively manage the intern, answer questions, provide clarification and oversee work. Short-term projects with multiple staff members could also facilitate managing the intern. This can help reduce staff workload and presents a unique learning experience for the intern. The Director of Administration will run point on all onboarding and HR-related tasks, including payroll.

Intern projects with both tangible results that will help expand the intern's depth of experience and projects that help move the deliverables forward for the organization are of paramount importance.

Internship Program Credit

Depending upon the program, students may receive credit through their college or university. This is not a priority to the launch of this program.

Budget: \$12,500

- \$6,250 per session (summer/fall) and \$3,125 per intern
- Each 10-week session is a total of 200 hours per intern at \$15/hr (Chicago minimum wage) for a \$6,000 investment and additional budget to support continuation with these interns into the fall and additional support as needed.
- Set pay for 20 hours a week, not to exceed 20 hours, to be paid via semi-monthly payroll.

Timing

- Summer session: June 7 - August 13
FLAG: we want to ensure the program's success for both our team and the interns, so we would like to decide on a fall session by July 15. If agreeable to both parties, we could extend the term for the first two interns into the fall or decide to look for one or two additional interns, pending team bandwidth at that time.
- Fall session (tentative): September 7 - November 12 (TBD). This will not be promoted at this time.

Recruitment

- Intern candidate pools should be diverse and sourced from Chicagoland colleges/universities.



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- A formal job description is required and will be shared with both Northwestern and DePaul to launch this program.
- The Hiring Manager is responsible for selecting a qualified pool of viable candidates and the Director of Administration will schedule phone screens and panel interviews.
- A formal offer letter or internship agreement should be provided to the selected candidates & signed.

Welcome Week

- Remote Onboarding: An onboarding schedule will be provided. Kick-off calls with HR and dedicated manager for introductions and to review expectations and assign a straight-forward initial assignment. Also, make sure to familiarize the intern with any technology and collaboration tools they will be using.
- Coffee with the CEO: Welcome package to intern's home with coffee gift card and AEB-branded items, like a tumbler and such. (We could also do this the last week of the program as a parting gift.)
- Lightning Rounds: 30-minute Lightning Rounds with members of the LT for a topline view of AEB and the LT's varying roles and responsibilities.

Throughout the 10-week session

- Interns are encouraged to attend employee meetings and events.
- Communication: The best way to ensure an intern's success is to over-communicate. Schedule recurring check-ins with interns and assign tasks and deadlines. Help the intern to prioritize competing tasks. One-on-ones give remote interns an opportunity to share their progress, voice any concerns, and build the relationship.
- Lunch & Learns: commit to at least two L&Ls while we have the interns that will benefit the entire staff.
- Bi-Weekly Half a Dozen FAQs: while we have a relationship with these interns, this could be an opportunity to provide them with answers to the questions that we all receive from friends and family. It could even be fun to ask them to share one externally with their friends/family and then share back how that went. Total of 5 Q&A sessions.
- Evaluation: Since a defining characteristic of internships is a focus on learning, providing feedback is very important for an intern. At the midpoint and conclusion of the program, both the intern and manager will be required to provide feedback to the Director of Administration.



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Marketing & Communications Intern 2021

The Marketing intern will assist with day-to-day activities that span the organization's outreach to a number of audiences, including but not limited to consumers, producers, partners and others.

Specific experiences include:

- Supporting the ongoing/upcoming marketing campaign, dependent on timing
- Executing basic updates to IncredibleEgg.org through WordPress Content Management System
- Contributing to social media campaigns and monitoring
- Supporting the state support program
- Assisting with special projects

Qualifications and Skills:

- Must demonstrate strong organizational skills and ability to work on multiple projects simultaneously
- Open to rising juniors and seniors enrolled in an accredited college or university in the Chicagoland area
- Minimum 3.0 GPA in a declared Marketing, Advertising, PR, Journalism or similar degree
- Excellent verbal and written communication skills
- Strong collaboration and interpersonal skills
- Close attention to detail
- Strong initiative and self-starter
- Design/creative programs a plus
- Professional demeanor with a self-starter attitude

Applicants must be interested in the egg industry and will benefit from having an agricultural background and/or an academic emphasis in animal science, agriculture journalism, agricultural communications or journalism.

- Our internships are generally: June 7 - August 13
- Internships are paid 20 hours, over 10 weeks
- All intern positions are remote for students in the Chicagoland area
- Application deadline is May 11, 2021
- No phone calls please

Home of The Incredible Egg, the American Egg Board (AEB) is the national marketing organization of America's egg farmers. AEB's mission is to increase demand for eggs and egg products through research, education and promotion. AEB is located in Chicago. For more, visit IncredibleEgg.org.

Industry

- Agriculture, specifically the egg industry and egg category
- Marketing & Communications
- Non-profit Organization Management
- Higher Education

Employment Type

Internship

Job Functions

- Marketing
- Communications