



3451 Cedar Ave S., Minneapolis, MN | [www.midtownfarmersmarket.org](http://www.midtownfarmersmarket.org)

## **Internship Posting**

**Title:** Community Outreach and Marketing Intern

**Program Overview:** The Midtown Farmers Market is a community-based, open-air market at 2225 E. Lake Street in Minneapolis. Our mission is to create a vibrant forum in South Minneapolis that connects community residents, artisans, and nearby food producers in a mutually beneficial economic and cultural exchange. The market was founded by the Corcoran Neighborhood Organization in 2003 with the help of many community partners and volunteers from surrounding neighborhoods. Today's market is the result of their vision to create a public marketplace at the transportation hub created by the light rail station at Lake Street/Midtown. The market prioritizes making healthy food easily accessible to its diverse customer base and was the first Minnesota farmers market to accept SNAP-EBT in 2006.

**Position Summary:** The Community Outreach and Marketing Intern will promote market events, products, and vendors, as well as the market's SNAP-EBT and Market Bucks program through digital marketing and outreach to community organizations. The intern will also assist the Market Manager and Assistant Manager with market operations and lead community engagement efforts at our Saturday markets.

### **Duties:**

- Develop and implement an outreach plan which will include meeting with local businesses and organizations, tabling at events, and connecting with residents
- Promote market programming, products, and vendors through social media and other digital marketing channels in alignment with our communications plan
- Distribute promotional materials door-to-door, at events, and through connections with local organizations
- Assist market staff during Saturday markets with the Market Bucks program, customer service, community engagement efforts, and market tear-down
- Assist in taking photos and writing stories for our market newsletter and blog (i.e. spotlights on vendors, musicians, volunteers, community partners, etc.)
- Place wayfinding signs for market goers to increase bike and foot traffic at the market
- Maintain and update contact databases, track outreach and marketing efforts quantitatively
- Other market management, promotions, and administrative tasks as assigned

### **Qualifications:**

#### **Required:**

- Strong interpersonal, written and verbal communication skills
- Outstanding customer service skills
- Proven ability to build and maintain strong professional relationships with individuals and groups of diverse backgrounds
- Basic capacity to work with numbers, count cash, and maintain accurate counts and records



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- Computer competency and social media experience
- Ability to lift 50 lbs. repeatedly on a regular basis
- Demonstrated ability to work with minimal supervision

**Preferred:**

- Somali or Hmong language skills
- Interest in local food systems and/or community programs
- Outreach experience
- Familiarity with South Minneapolis neighborhoods and community organizations
- Somali or Hmong language skills
- Familiarity with MailChimp, WordPress, Google Suite, or similar platforms

**Additional Info:**

The schedule for this position includes Saturdays from 8am - 3pm and one additional weekday. Approximately 15 hours per week. Internship start and end dates are flexible, but would ideally run from Memorial Day to Labor Day.

**This is an unpaid internship.** We are happy to complete paperwork or other requirements for the intern to receive college credit if applicable.

**To Apply:** Send cover letter and resume in one document to Assistant Market Manager Kate Sheldon, [kate@midtownfarmersmarket.org](mailto:kate@midtownfarmersmarket.org) by **April 15th**. Applications will be reviewed on a rolling basis and position open until filled. No phone calls or walk-ins please.