



The Dairy Alliance Marketing Internship Program

For Undergraduate Public Relations, Journalism, Marketing and Communications Majors

The non-profit **The Dairy Alliance** works diligently across the southeast U.S. with dairy farmers, retailers, schools, sports teams, health professionals, local organizations, state leaders, the media and the public to promote milk consumption, dairy foods and knowledge about the dairy industry. We are looking for talented and passionate communicators to join our team as The Dairy Alliance Marketing Department interns.

The Dairy Alliance Marketing Department interns will have the opportunity to:

- Work on national dairy promo on campaigns including “Milk Life,” “Built with Chocolate Milk,” “Undeniably Dairy,” and Fuel Up to Play 60.
- Work closely with southeast National Football League teams (Atlanta Falcons, Carolina Panthers and Tennessee Titans) to promote dairy consumption and physical activity in schools.
- Work with dairy farms and retailers to promote good will toward the dairy industry during promotional events.
- Improve their writing and communication skills.
- Learn how to use video editing and desktop publishing software (Final Cut/Adobe Creative Suite) and social media tools to promote dairy.
- Learn more about national checkoff programs and how The Dairy Alliance and other dairy checkoff programs help increase the demand for dairy.

The Dairy Alliance accepts Fall, Spring and Summer semester interns. The Dairy Alliance Marketing Program interns receive an hourly-wage, course credit and compensation for work-related travel expenses. Interns are expected to work 30 hours a week and are evaluated on their work performance.

To learn more about The Dairy Alliance Marketing Internship Program, contact:

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To apply, visit: thedairyalliance.com/employment/