



# Athens Land Trust

## Community Agriculture Marketing Internship

Athens Land Trust is a local non-profit organization that focuses on conserving, empowering, and sustaining communities through responsible and visionary land use. We are looking for a motivated individual to aid in the marketing and promotion of the events and services offered through our Community Agriculture Program. The Marketing Intern will play an integral role in reaching new customers, clients, and community partners. The Marketing Intern will work closely with the Farmer Outreach Coordinator and the West Broad Farmers Market Coordinator to design and implement marketing and outreach plans for the West Broad Farmers Market, the Farm Share Program, the Mobile Market project, and farmer outreach workshops. They will also aid in the development of promotional and marketing content for the Community Agriculture Program.

### Job Duties

- Develop and implement a marketing plan for the West Broad Farmers Market, the Mobile Market project, and the Farm Share project
- Create and distribute marketing materials
- Aid in the promotion of large scale events such as: farmer business development workshops, sustainable agriculture conferences, and special farmers market events.
- Create and manage social media content to promote Community Agriculture projects and initiatives
- Review analytics on social media and adapt content strategy to improve engagement
- Schedule advertisements and events in newspapers and online event platforms.

Scheduling and hours for this position are flexible, and we are happy to work around your class and work schedules. Outside of weekly meetings with your supervisor you will be free to create your own schedule and perform remote work.

This is an unpaid internship opportunity. You will however receive extensive educational opportunities, real world experience and the satisfaction of greatly contributing to your local community!

***If you are interested applying for this position email Austin "Tex" Bagley [austinb@athenslandtrust.org](mailto:austinb@athenslandtrust.org). Please include a brief bio and why you think you would be a great candidate.***