**Job Title:** Marketing Intern
**Location:** Hy-Line International – Dallas Center, IA
**Job Type:** Internship – Monday - Thursday (+-30 hours/week
**Duration:** 3-4 months

**About Us:**

Founded in 1936, Hy-Line International was the first of the modern layer genetics companies to incorporate hybridization and the explosive potential of hybrid vigor into its breeding program on a commercial scale and to use it alongside time tested methods of genetic selection coupled with scientific statistical analysis to develop and improve one of the world's most extensive gene pools.

**Job Summary:**

The Marketing Intern will assist in the development and execution of marketing campaigns, content creation, social media management, and market research. This role offers hands-on experience in the poultry industry and provides an opportunity to work closely with experienced professionals in marketing and agribusiness.

**Key Responsibilities:**

* Assist in creating and scheduling content for social media platforms (Facebook, Instagram, LinkedIn, etc.).
* Conduct market research and analyze trends to identify potential marketing opportunities.
* Support the development of promotional materials, including flyers, email campaigns, and website content.
* Help maintain and update the company's website with news, blog posts, and product information.
* Assist in coordinating marketing events, trade shows, and community outreach programs.
* Monitor and report on campaign performance using analytics tools.
* Collaborate with cross-functional teams to align marketing efforts with business objectives.
* Perform other marketing-related tasks as needed.

**Qualifications:**

* Currently pursuing or recently completed a degree in Marketing, Communications, Business, Agriculture, or a related field.
* Strong written and verbal communication skills.
* Proficiency in Microsoft Office (Word, Excel, PowerPoint) and familiarity with social media platforms.
* Experience with graphic design tools (e.g., Canva, Adobe Photoshop) is a plus.
* Detail-oriented with excellent organizational skills.
* Ability to work independently and as part of a team.
* Passion for the agriculture and poultry industry is a plus.

**Benefits:**

* Hands-on experience in marketing within the poultry industry.
* Networking opportunities with professionals in the field.
* Potential for future employment opportunities.
* College credit (if applicable).