Madison County Fair Intern

Time Period: Proposed start date- May through August of 2022

Agency Affiliation:

This is a ten (10) week internship with the Madison County Fair, Winterset, Iowa. The Madison County Fair is a non-profit entity dedicated to addressing the needs of and improving the lives of the youth and families of Madison County. The fair works to provide positive experiences for families through the support of 4-H and FF A programs in Madison County. The fair is committed to providing quality family-based opportunities and experiences.

Position Description:

This position is designed for an intern with an active interest in improving the quality of life in rural Iowa. The successful candidate will take a leadership role in promoting and advertising the fair and its programs. The intern will participate in developing advertising programs, writing ads, and negotiating ad rates. There is a possibility of working with local groups to develop on-site activities during the fair. The intern will work on a wide variety of projects and will be exposed to a variety of opportunities to improve their leadership and communication skills. The intern will be exposed to diverse groups and activities and develop contacts with individuals involved in agriculture, commodity groups, advertising, and journalism. This position will expose the intern to the business aspect and management of a county fair.

Attributes of The Successful Candidate:

- Need to be a self-starter
- Creative independent thinker
- Ability to work with a wide variety of fair supporters
- People oriented and feel comfortable working with both youth and adults
- The desire to develop an awareness and understanding of the culture and tradition of rural Iowa
- Should feel comfortable around livestock
- Prior participation in or familiarity with county fairs is desirable

Duties include:

- Serve as the Pet Show and Herdsmanship Superintendent
- Support fair camping committee chair with reserved camping communication
- Develop and implement an advertising plan within a fixed budget (i.e. newspaper, radio, social media, press releases)
- Design and implement materials for use for the fair (fair schedule, brochure, fair operations binder, partnership packets, family passes, etc.)
- Be visible at the fair and help Fair Board where needed (Thursday morning breakfast, night shows, etc.)
- Attend Fair Board meetings and fair set-up days prior to the fair
- Serve as a liaison between community, Fair Board and Extension
- Publicize the fair through press releases and contacts
- Work with department superintendents to develop daily activities
- Serve in a support capacity to the fair board president
- Performs other duties as assigned