CALS NYS Internship Program
NORTHEAST ORGANIC FARMING ASSOCIATION
OF NEW YORK (NOFA-NY)
Internship Position Description

1. **Name:** Northeast Organic Farming Association of NY (NOFA-NY)

2. **Organization Description:** NOFA-NY is a statewide non-profit organization of farmers, gardeners, consumers, and businesses established in 1983 to create a sustainable regional food system which is ecologically sound and economically viable. Through demonstration and education, NOFA promotes land stewardship, organic food production, and local marketing. NOFA-NY brings consumers and farmers closer together to make high quality organic food available to all people. Our company has 2 primary office locations—one in Binghamton which is responsible for the certification of farms and the one in Rochester where we coordinate our Education and Outreach programs.

3. **Position Name/Job Title:** Marketing/Communications Intern

4. **Position Context:** The Marketing/Communications intern will work closely with the Communications & Development Director to support communication and outreach to our broad membership base—with a focus on consumer audiences.

5. **Position Description:** Primary responsibilities: Provide public relations support to promote campaigns and events which focus on agriculture, local organic food consumption and food security as it aligns with our company mission statement. Provide creative and administrative support to the Communications & Development Director. Specific duties include active role in public relations for outreach events and programs, press releases, social media, and interaction with local media outlets, and website and e-newsletter support.

6. **Basic Qualifications and Preferred Experience:** Interest in or experience in organic agriculture and food. Computer skills with Microsoft platform, experience with social media, excellent writing skills and strong attention to detail. Qualities that include positive attitude, good communication, and willingness to work as a team player.

7. **Work Schedule:** 40 hour work week of 8:30 – 5 pm Monday – Friday subject to 20% release time for community engagement projects. Occasional flexibility in weekly schedule to attend field days or outreach events.

8. **Expected Outcomes (for intern):** A specific work plan for outcomes will be determined with the intern in Spring 2013. The intern will gain experience in effective communication to the public to promote educational programs, policy information, and general information about agriculture.
Intern will gain strong experience in press releases, e-news, social media, and website upkeep. The intern will also gain experience in providing effective outreach to a constituency.

9. **Location of Assignment:**  NOFA-NY, 249 Highland Drive, Rochester, NY 14620