



Colorado Livestock Association
3131 S Vaughn Way, Suite 130
Aurora, CO 80014
Office (970) 378-0500
www.coloradolivestock.org
[@colivestock](https://twitter.com/colivestock)

MEDIA INTERN

The Colorado Livestock Association's (CLA) goal is to find sustainable ways to continue feeding the world's 14 billion people. From working with the world's largest animal feeding operations to learning from industry partners, we aim to positively impact the sustainability and health of the livestock industry.

CORE JOB RESPONSIBILITIES

- Manage the CLA social media accounts and write posts
- Monitor conversation on various social media platforms on related topics
- Collect and analyze CLA account analytics to gauge the success of campaigns
- Engage with stakeholders via social media and written materials adhering to CLA and CLA brand guidelines
- Provide recommendations to CLA on ways to improve social media strategy and internal processes
- Participate in brainstorms for campaign and media ideas
- Assist in creating performance and activity recap reports
- Create weekly and monthly content calendars to promote CLA brand
- Draft OPEDs, LTEs and additional content discussing CLA and industry-impacting topics
- Assist in planning and managing CLA website
- Support various communication functions of CLA and interface with the agency of record as needed

QUALIFICATIONS

- Strong written and verbal communication skills
- Experience with various social media platforms, including (but not limited to) Facebook, YouTube, Instagram, Twitter, and LinkedIn
- Experience with image/video editing software – e.g. Adobe Creative Suite and CANVA is highly desired
- Demonstrated time management skills and ability to work well with team and individually
- General knowledge of Search Engine Optimization
- Previous communications-related experience would receive preference

EDUCATION REQUIREMENTS

- An undergraduate degree in applicable fields i.e. communications, journalism, public relations, or marketing program student who is available to continue working through Spring of 2024

Start Date: Spring 2024 - Jan. 31 (ideal, but flexible)

Hours: 20 hours/week, ideally 2-4 hours per weekday with one day in CLA office

Compensation: \$15/hour

To Apply: Send a cover letter, resume and writing sample to Jessica Lemmel jlemmel@coloradolivestock.org

Deadline to Apply: January 12, 2024 EOD

Colorado Livestock Association may conduct background checks on final candidates.

**Please note: This position will begin in Spring 2024, with an option to continue the position, depending on performance, into the summer.*