

Vance County Extension Intern

Location: Vance County, NC

Program Area: 4-H Youth Development, Agriculture and Natural Resources

Immediate/Site Supervisor: Michael Ellington and Micah Sharpe

Other Mentors and Supervisors: Wykia Macon

Position Description/Responsibilities:

- Assist Ag Agent in growing customer count at the Farmer's Market through media assistance:
 - Submit 1-2 social media posts per week
 - Assist in designing literature (new market flyer)
 - Assisting in dissemination plan of marketing products
 - Capture action shots of market (vendors and products)
- Assist in implementation and promoting of community garden
 - Identify target audience for marketing
 - Submit 1-2 social media posts per week
 - Document installation and any volunteer work
 - Co-create literature to promote garden
- 4-H Media Assistance with during Summer Fun:
 - Help manage 4-H social media accounts by creating engaging posts, monitoring audience interactions, and scheduling content across platforms (Facebook, Instagram, YouTube, LinkedIn, etc.)
 - Assist in filming, editing, and producing short and long-form video content for digital campaigns, social media, and other marketing efforts
 - Capture and edit high-quality images for promotional materials, blogs, and social media.
 - Use design tools (e.g., Canva, Adobe Creative Suite) to create compelling visuals that align with brand guidelines

Preferred Qualifications/ Previous Coursework:

- Currently pursuing a degree in Marketing, Communications, Media Studies, Digital Media, or a related field preferred
- Experience in media creation tools, (Adobe Creative, Final Cut Pro, etc.) preferred
- Experience with social media platforms and content management tools
- Skills in video shooting, editing, etc.
- Creative, proactive, and able to work independently as well as part of a team.
- Foundational knowledge of gardening or plant care, food and nutrition, and community development (Tier 1) preferred

Benefits/skills student will gain through this internship:

- Practical experience in creating high-quality media content for a growing community
- Hands-on exposure to video production, photo editing, graphic design, and content marketing strategies
- Increase knowledge of supporting and marketing a newly developed community garden in a rural community
- Gain experience working directly with a local farmers market
- Unforgettable memories and fun with the great staff at Vance County Cooperative Extension

Additional Information

Vance County has received a grant to start a community garden at the Vance County Regional Farmers Market and we would love your help in sharing all the great things that will happen at the garden this summer! Additionally, we will be offering many Summer Fun programs (4-H day camps/programs) for youth in the area and we need help promoting the programs and marketing Extension overall!