



CREATIVE WRITING INTERN

JOB DESCRIPTION

Job Summary: This position works with the Wisconsin State FFA Convention Public Relations Team and convention managers to assist with development and implementation of the Wisconsin Association of FFA newspaper, television, and radio content for purposes of outreach, marketing and public relations of the Wisconsin State FFA Convention. In addition, this intern will collaborate with student Public Relations members to develop a post-convention recap newsletter. **Applicants selected for this position will be ineligible to run for state FFA office.**

Reports to: Wisconsin FFA Convention Public Relations Manager

Term of Position: End of March – June 2026, 10 hours weekly in addition to the State FFA Convention, June 15-18, 2026. State FFA Convention attendance is **required**.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. If accommodations are needed in the application process, please email media@wisconsinffa.org.

Supporting the Public Relations Team include but not limited to:

- Attend a virtual orientation, training, and weekly planning meetings.
- Utilize guidelines and guidance of the Public Relations Managers to administer creative, relevant, and original high-quality content for all news outlet stakeholders leading up to and throughout convention.
- Work with Public Relations Managers to create and execute a press release calendar to meet the needs of all stakeholders of Wisconsin Association of FFA.
- Help prepare all news releases leading up to and throughout convention.
- Upload to and maintain the Media Center on the Wisconsin Ag Ed website.
- Assist in writing proficiency award and State Star scripts that connect to press releases and award announcements.
- Maintain contact list of editors, reporters, and other media contacts using Wisconsin Association of FFA's database.
- Meet weekly and monthly deadlines for content creation and scheduling.
- Work with Public Relations Managers to identify, develop, and implement new ideas to boost outreach leading up to and throughout convention.
- Arrange radio and television interviews as determined by State FFA Advisor and staff of the Wisconsin FFA Center, Wisconsin FFA Alumni & Supporters, and Wisconsin FFA Foundation
- Compile measurable performance data following the completion of the convention regarding reach.
- Complete a brief review of the intern experience to help Wisconsin Association of FFA improve the Public Relations Team in the future.



Competencies

- Written communication skills
- Knowledge of Press Releases and Pitches
- Basic computer skills including Microsoft Word and Google Drive
- Attention to detail
- Collaboration Skills
- Ability to exercise good independent judgement
- Adaptability skills
- Ability to interpret data
- Strong organizational and time management skills
- Strong philosophical adherence to equity, diversity and inclusion

Required Education and Experience

- Pursuing Post-Secondary Education
- Writing press releases and pitches for news outlets

Preferred Education and Experience

- Cloud storage and file sharing platform knowledge (Google Drive)

Supervisory Responsibility

- Assist in overseeing a group of FFA members selected to serve on the Public Relations Team

Compensation

- Lodging and meals will be covered throughout State FFA Convention.
- A stipend will be granted upon successful completion of internship.
- *Should the intern desire to receive internship credit for this experience, Wisconsin FFA will work with their respective University to ensure credit requirements are met. Expense of the internship credit will be on the intern.

Work Environment

- This position is remote and requires use of a personal computer or University/Two-Year program provided computer and internet. Travel required to Wisconsin State FFA Convention in June.

Other Duties as Assigned

Please note this job description is not designed to contain a comprehensive listing of duties or responsibilities that are required for this role. Duties and responsibilities may change at any time with or without notice.

The Wisconsin Association of FFA does is an equal opportunity employer. It is our policy to provide equal employment opportunity to all persons regardless basis of sex, race, color, religion, age, national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation, or physical, mental, emotional, or learning disability. We comply with all federal, state, and local equal employment opportunity regulations.