

Lynchburg Community Market

WE GOT THE



INTERN JOB DESCRIPTION-“WE GOT THE BEET”

Description:

We Got the Beet (WGTB) is a partnership between Central Virginia Health District (CVHD), City of Lynchburg’s (COL) Lynchburg Community Market (LCM) and Virginia Cooperative Extension (VCE), designed to increase market patronage and produce consumption, as well as, health knowledge and behaviors among Lynchburg’s underserved populations. WGTB accomplishes this by delivering health education, movement programs, and cooking demonstrations at LCM.

The Staff Intern will assist with the “We Got the Beet” (WGTB) campaign from May - August. There is opportunity to begin earlier if available. Campaign components will include marketing the program, creating content, planning and executing programming, and pre-planning next year’s program.

Interns can expect to gain or enhance the following skills through this experience: planning and execution skills, teamwork, social media and print marketing, public speaking, delivering nutrition education curriculum to various age groups, and effective time management.

This year’s We Got the Beet program will run June 5 through August 7. On-site delivery of nutrition curriculum every Saturday from 10am to 12pm is our goal but digital delivery may be necessary. Other activities may include visiting neighborhood centers around the City with information about the program, visits with the Beet, etc.

Requirements:

Undergraduate student in public health, health promotion or related field. Business majors with an interest in marketing or event management may also be considered. Must be self-motivated, punctual, an effective communicator, flexible, and organized. Internship is 10-12 hours/week with additional hours possible and can be flexible.

General Duties:

- Marketing the campaign with the team prior to and throughout program inception. This involves:
 - Tailoring messages to target audience

- Creating and launching digital and print marketing plans
- Meeting with Program Supervisor on a regular basis.
- Coordinating with team members to plan, develop and deliver program components as assigned.
- Assisting with data collection and ensuring data is provided to team member(s) responsible for evaluation.
- Performing administrative duties and other functions as needed.
- Delivering nutrition education curriculum to both adult and youth participants.
- Coordinating to obtain the lesson for the week, learning the lesson, and delivering the lesson.
- Creating, coordinating, and distributing WGTB materials.