

SAMPLE INTERNSHIP DESCRIPTION – NOT CURRENTLY OPEN – FOR INFORMATION ONLY

Farm to School Procurement and Social Media Internship Ecotrust

Ecotrust's mission is to inspire fresh thinking that creates social equity, economic opportunity and environmental well-being. With regard to our Food & Farms program, we see a world of possibilities for flourishing farms, vibrant communities and healthy eaters. For more information on the Food & Farms program at Ecotrust, please see: www.ecotrust.org/foodfarms.

Through our "farm to school" efforts, we work with key constituents within K-12, child care and pre-school settings and forge alliances with food producers, food processors and manufacturers, policy makers, farm to school and school garden professionals, and other community based advocates on the local, state and regional levels.

Ecotrust's Farm to School Director is responsible for developing and executing a Farm to School research agenda so as to contribute to the field of farm to school and school garden research and evaluation methodologies.

The recently launched FoodHub (www.food-hub.org), an innovative online tool which serves as both a directory and marketplace that makes it easy and efficient for buyers and sellers of regional food to find one another and conduct business. While FoodHub is a tool for all sizes and types of regional food buyers and sellers, Ecotrust's Farm to School program will work to ensure that school food service directors use FoodHub as a tool to increase procurement of healthy foods and in turn promote those healthy foods to kids, parents, educators, and other influencers.

Intern will work directly with the Farm to School Director and Farm to School Coordinator on the following regional food procurement and social media activities:

- Create and maintain databases to track participation of school food service directors in the online tool FoodHub
- Conduct outreach to school food service directors in Oregon and Washington to become members of FoodHub and to use the tool to increase purchases and promotion of local foods
- Assist in the development of a farm to school resource page on FoodHub, including compiling and uploading materials and drafting web content
- Contribute to developing two online social networks (NING) for farm to school and school garden professionals
- Other activities as necessary

Qualifications:

We are looking for an intern who has a passion for sustainable food systems and strong organizational skills, as well as experience or expertise with:

Web-based tools and social media

- Marketing and outreach
- Highly motivated
- High level of professionalism
- Ability to work independently and in a support role
- Strong verbal and written communication skills
- Excellent organizational and administrative skills
- Proficient with MS Office and database management