Blue Ridge Women in Agriculture (BRWIA), a women-led local nonprofit working for a more equitable and sustainable local food system, is looking for a Farmers’ Market and Food Access Promotion Intern for the winter market season! The market runs from December - March, breaking late December to early January (and so accommodating to university break time). We are ideally looking for students who are seeking an internship to fulfill class credits and are able to commit to the season. Please see a detailed description below.

If you are interested, please send an email to [sydney@brwia.org](mailto:sydney@brwia.org) sharing a bit more about you and why you are interested in the internship! We look forward to hearing from you!

Farmers’ Market and Food Access Promotion Intern

This position is responsible for supporting the promotion and advertising of the BRWIA farmers’ markets (King Street Market, winter and summer), as well as the Double Up Food Bucks (DUFB) program. Promotion includes developing flyers, creating social media posts and campaigns, writing press releases, and supporting other promotional activities as they arise such as special events and fundraising events. With food access promotion for the Double Up Food Bucks program, promotion is targeted to communities that have federal nutrition benefits (SNAP) or would likely qualify.

*Primary Responsibilities:*

* Develop flyers and social media posts on Canva
* Post flyers and distribute DUFB postcards around town
* Put out and pick up yard signs weekly for the farmers’ market
* Develop social media campaigns using our branding kit to promote the market and DUFB
* Write press releases and coordinate with local press to get them published
* Support special events and fundraising as needed

*Potential Projects:*

* Create a marketing plan for promoting the King Street Market and/or Double Up Food Bucks to yet unreached communities.

*Logistics:*

* Approx. 5 hours per week (flexible depending on hours that are needed by applicant)
* Available for 30 minutes or so on (most) Friday afternoon/evenings and Saturday afternoons
* At least sometimes – attend markets on Saturday mornings (winter) or Tuesday afternoons (summer) to take photos and videos for promotional materials
* Preferably have personal transportation to assist in duties

*Ideal Qualifications:*

* Experience with Canva & Instagram
* Excitement to gain experience promoting local food and food access through a promotional campaign with a branding kit
* Willing to learn about BRWIA and local food access to aid in creating relevant promotional materials

**Sydney Blume (she/her)**

Double Up Food Bucks Coordinator & Farmers' Market Manager

[Blue Ridge Women in Agriculture](https://www.brwia.org/)

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