



## Digital Advertising, Sales & Marketing Internship

Department: Precision Reach  
Location: Remote, Twin Cities, MN Bi-Weekly Meet Ups Preferred  
Reports to: Director of Programmatic Operations

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### Company Profile

Precision Reach (PR) is a young, fast growing programmatic and digital media division of Farm Journal. Using best-in-class agriculture audience data, Precision Reach brings advertisers programmatic digital advertising access to their target audience. Clients win with Precision Reach as we deliver precise, efficient, high ROI paid marketing campaigns. We enjoy a team atmosphere of camaraderie and professionalism, coupled with the excitement of a dynamic marketplace.

### About This Role

The Digital Advertising, Sales, and Marketing Internship is a position that gives students a broad range of responsibilities and experiences to help them further develop an understanding of their own interests, strengths, and future goals. As a Digital Advertising, Sales, and Marketing Intern you will develop knowledge of digital advertising metrics and technology, the sales process, and have opportunities to flex your creative marketing muscles. This is a perfect position for someone that is an eager learner who wants to expand their understanding of the digital advertising industry. \*Internship responsibilities will be adjusted based on the interests of an individual.

### What You Will Do / Learn

- Learn how programmatic and social media advertising works
- Gain an understanding of the sales process
- Aid in prospecting efforts and the creation of marketing promotional material
- Discover the power of 1<sup>st</sup> party advertising
- Shadow a key sales representative to gain experience with sales pitches
- Research key client prospects
- Develop buyer personas and segment client prospects
- Create campaign verification and performance dashboard reports outlining insights
- Work on internal marketing efforts to improve brand awareness within the agricultural industry
- Continue to develop your communication skills (written and verbal)
- Gain a high-level understanding of commercial agriculture

### Qualifications, Skills, and Professional Experience

- No experience in advertising? No experience in agriculture? No problem!
- We are looking for individuals with a curious nature who are interested in learning new concepts and technologies, as well as getting to the root of a problem



- The candidate is a Junior, Senior, or recent graduate
- Strong academic record
- Hunger, drive, and grit to thrive in a fast-paced, entrepreneurial environment
- Must be “self-directed” and willing to take initiative
- Excellent communication skills (both written and verbal)
- Comfort with ambiguity, flexible and adaptable to constant change
- The ability to be resourceful and find creative solutions to different challenges

#### **Compensation**

- \$19 per hour

#### **Application Materials**

- Cover letter
- Resume

#### **Submit Application Materials to:**

##### **Suzie Johnson**

*Director of Programmatic Operations*  
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##### **Michael Jung**

*SVP of Precision Marketing*  
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