MCKAY NURSERY COMPANY

Creative Writing & Graphic Design Intern

Waterloo, WI

McKay Nursery Company is an employee-owned (ESOP) business located in Waterloo, Wisconsin. Since 1897, McKay has been growing quality plants for wholesale and retail customers throughout Wisconsin and the Midwest. We are a full service nursery and landscaping company providing custom innovative designs, landscape installation and maintenance. We are industry leaders when it comes to our plant production and proudly mail-order all of our nursery stock to customers across the nation through e-commerce.

POSITION DESCRIPTION

Imagine building upon the skills you've learned in the classroom through real-world hands-on work experience. Now imagine yourself in a professional internship with a nationally recognized company. When your extraordinary talents, our renowned legacy and the promise of an even brighter future unite, just imagine the stories you could be part of!

We currently have an hourly part-time position available in our marketing division located in Waterloo, WI. At McKay Nursery Company our marketing division supports our extensive wholesale and retail departments, landscape services, ecommerce, and our social media accounts. The primary role of the Graphic Design & Creative Writing intern will assist with the development of creative writing and visual content for various communication and web presence, from idea generation and research through final copy editing and publication. The intern will also be responsible for assisting with updating various working documents in Adobe Creative Suite. Be an integral part of the marketing team through frequent interaction and collaboration with other departments and technical teams across the business.

We are actively searching for a person with strong research skills, advanced design level experience in Adobe Suite, project management experience, can demonstrate proficiency with creative writing and visual graphics through portfolio work, and web site experience is a huge plus.

RESPONSIBILITIES

- Writing content and visual design around plant and landscape design
- Develop and implement blog posts
- Upload creative content and imagery to web
- Assist in updating various working documents in Adobe Creative Suite
- Assist in developing and supporting the execution of marketing campaigns

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BEST QUALIFIED CANDIDATES WILL HAVE

- Demonstrated creative/persuasive writing proficiency and graphic design skills
- Digital and/or print portfolio available
- Strong research skills
- Basic technical knowledge (website technology)
- Project management experience
- Experience with digital photography
- A passion for horticulture/plant industry and/or landscape design a plus
- Currently enrolled in an accredited college or university and taking at least one class, or be a recent graduate of an accredited college or university within the last six (6) months at time of application.
- Pursuing a Bachelor's degree in Marketing, Communications, Graphic Design or closely related field.

CONTACT

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