

## Marketing Internship [Summer 2025]

**Reynolds Farm Equipment** is looking for a qualified intern to join our marketing team. Our marketing department produces creative and innovative work for Reynolds and works to create strategic marketing plans and campaigns to advertise the company in addition to the services we provide. We are seeking an intern who can participate in all aspects of marketing for Reynolds.

In the marketing intern position, you will assist in coming up with innovative ways to promote the company and its services. This internship will have the flexibility to allow the marketing intern to focus on their areas of interest and will require a marketing project related to this interest and their future career.

This intern should be prepared to work in a friendly and professional team environment and will finish the internship having gained broad experience and in various aspects of marketing.

### Internship Responsibilities and Tasks

- Visit all five store locations and interact with store/department managers
- Participate in Corporate manager meetings and discussion regarding marketing tactics
- Connect with contacts and improve SEO
- Assist in maintaining website such as updating and removing content, pricing/inventory status, adding new products/services, build landing pages, etc.
- Create blogs on the website from existing content or original content to increase web engagement
- Attend Ad Agency strategy meetings
- Assist in building marketing campaigns and tracking success
- Plan and assist in creating social media content
- Create graphic designs for both digital and print
- Create, package and produce video content for various events, specials and sponsorships
- Assist in planning, setting up and running promotional events as necessary
- Coordinate and travel to photo shoots to build the media collective
- Create email campaigns and newsletters

### Experience, Education, Skills and Knowledge Preferences

- Pursuing a degree in Ag Communications, Ag Sales & Marketing or related field
- Strong presentation and interpersonal skills
- Strong verbal and written communication skills
- Creative and innovative
- Eager to learn from ag marketing professionals
- Ability to grow skills in their desired field

### About Reynolds Farm Equipment

Reynolds Farm Equipment is a regional John Deere dealer with retail locations throughout central Indiana. Founded by farming husband and wife A.W. "Mac" and Arline Reynolds in 1955, the family owned and operated company has emerged as a leading, award-winning dealership serving agricultural, residential, commercial, and construction customers in Indiana. Learn more online at [www.ReynoldsFarmEquipment.com](http://www.ReynoldsFarmEquipment.com) or visit our careers page to apply for this internship.

### About the Reynolds team

With an energetic company culture and a host of benefits, Reynolds Farm Equipment has emerged as an employer of choice for top talent. Here are just a few of the benefits that make us unique among other internships:

- Performance/Goal-based pay structure
- 401K/Roth IRA/Profit Sharing (Must be 21 years of age to participate)
- 90-day reviews to fuel performance and continuous learning
- Work gear discounts
- Fun, team-based environment
- Voted by employees as Indianapolis Top Workplaces six years running
- North American Farm Equipment Dealer of the Year by Farm Equipment Magazine (2020)

