N.C. Cooperative Extension
NC State University
2501 Founders Drive, Suite 120
Campus Box 7602; Patterson Hall
Raleigh, NC 27695-7602

Hoke County Extension Intern

Location: Hoke County

Program Area: 4-H Youth Development,Agriculture and Natural Resources,Family and Consumer Sciences

Immediate/Site Supervisor: Ashley Grubb

Other Mentors and Supervisors: Katie Horne, Shirley Smith, new 4-H agent TBD

Position Description/ Responsibilities:

We are seeking an intern who is passionate about digital media and education to help expand our virtual outreach across Hoke County. The intern will support our mission by transforming existing extension materials into engaging, self-paced digital learning experiences and building reusable brand assets. Key Responsibilities:

Digital Course Development: Convert pre-recorded webinars, seminars, and educational materials into interactive, self-paced virtual modules for clients.

Asset & Content Creation: Edit audio/video files and create polished, accessible educational resources using Canva and Adobe software.

Marketing & Template Design: Design branded marketing templates and set up promotional campaigns via ActiveCampaign and Eventbrite to boost program engagement.

Resource Management: Organize and catalog digital media assets for future NC State Extension projects.

Preferred qualifications/previous coursework:

- Proficiency in multimedia and graphic design tools (e.g., Canva, Adobe Creative Cloud, or similar editing software).
- Familiarity with virtual conferencing platforms (e.g., Zoom, Microsoft Teams).
- Coursework or experience in digital marketing, instructional design, communications, or media production.
- Willingness and adaptability to learn new marketing and email automation software (e.g., ActiveCampaign).
- Experience setting up and managing events using platforms like Eventbrite.
- Comfort working across macOS and Windows operating systems, as well as handling basic audio-visual equipment (microphones, cameras, lighting).

Benefits/skills student will gain through this internship:

- Instructional Design & E-Learning: Practical experience converting traditional educational content into accessible, self-paced online learning modules.
- Marketing Automation & Event Management: Hands-on training with industry-standard outreach tools like ActiveCampaign and Eventbrite.
- Brand Management & Content Strategy: Real-world application of branding, graphic design, and video editing skills in a professional extension environment.
- Project Management & Collaboration: Development of time-management, communication, and creative problem-solving skills while working alongside NC State Extension agents.
- Professional Portfolio: A set of completed digital assets, course modules, and marketing material to showcase to future employers.

NC State University and NC A&T State University commit themselves to positive action to secure equal opportunity regardless of race, color, national origin, religion, political beliefs, family and marital status, sex, age, veteran status, sexual identity, genetic information or disability. NC State, NC A&T, US Department of Agriculture, and local governments cooperating. *Developing Future Research and Extension Professionals to Advance the Essential Cs: Cropping Systems, Climate Smart Agriculture, and Communication: National Center of Excellence for Career Pathways in Agricultural Research and Extension* is funded by the Research and Extension Experiences for Undergraduates (REEU) program of United States Department of Agriculture National Institute of Food Agriculture (USDA-NIFA) Award Number 2024-68018-43454.