



## Retail Development Intern Position Description

**Position:** Part-Time Intern

**Location:** The Market on River, Chippewa Falls, Wisconsin

**Semester:** Fall 2024

**About Us:** The Wisconsin Farmers Union (WFU) is dedicated to supporting family farmers, sustainable agriculture, and vibrant rural communities. Our new initiative, the [Market on River](#), aims to promote locally made, farm-fresh products through a food hall, retail space, and educational events. We are committed to fostering a marketplace that connects consumers with high-quality, locally sourced goods while strengthening our regional economy.

**Position Overview:** We are seeking a motivated and detail-oriented Retail Development Intern to join our team for the Fall 2024 semester. The intern will work closely with the Development Director and will play a crucial role in developing and optimizing The Mercantile, a unique retail space that showcases WFU members' products. This position offers hands-on experience in retail operations, including inventory management, sales tracking, and promotional strategies.

### Key Responsibilities:

- **Inventory Management:** Develop and implement systems for tracking inventory levels, product turnover, and stock replenishment.
- **Sales Tracking:** Assist in creating methods for monitoring sales performance, analyzing sales data, and generating reports to inform decision-making.
- **Promotion:** Support the creation and execution of promotional strategies, including in-store displays, social media campaigns, and community outreach efforts.
- **Online Store Development:** Assist with creation of an online sales portal for apparel.
- **Merchandise Design and Creation:** Assist in designing and developing merchandise, including t-shirts, hats, and other apparel, from concept through production. This includes creating design mock-ups, selecting materials, and coordinating with vendors to ensure quality and timely delivery.
- **Customer Engagement:** Assist with customer sales and welcoming visitors to MOR. Help enhance the shopping experience and gather insights for improvement.
- **Market Research:** Conduct research on industry trends and competitive practices to provide recommendations for enhancing The Mercantile's offerings and operations.
- **Collaboration:** Work closely with WFU staff and local vendors to ensure the retail space meets its goals and effectively represents locally sourced products.

### **Qualifications:**

- Currently pursuing a degree in Marketing, Business, Hospitality and Tourism, Communications, or a related field.
- Strong organizational skills with attention to detail and the ability to manage multiple tasks.
- Graphic design skills and proficiency in Microsoft Office Suite (Excel, Word, PowerPoint) and familiarity with inventory management software is a plus.
- Excellent written and verbal communication skills.
- A passion for local agriculture, sustainable practices, and community engagement is highly desirable.
- Able to work independently and as part of a team in a dynamic, fast-paced environment.

### **What You'll Gain:**

- Practical experience in retail management and marketing strategies.
- Insight into the operations of a community-focused retail space.
- Opportunities to work with a team dedicated to promoting local, sustainable products.
- Networking opportunities with professionals in the agriculture and retail sectors.

### **Compensation & Work Environment:**

- This internship offers an hourly wage of \$15
- WFU will work with the student's college or university to ensure program needs for internship needs are met.
- Part-time position, approximately 10-15 hours per week, with potential to increase depending on the individual. Flexibility in scheduling, allowing the intern to balance their internship with academic commitments. A minimum of 5-10 hours per week will need to be spent on-site at the MOR building.
- The internship requires travel to and from the MOR building in Chippewa Falls, WI. The intern must provide their own transportation.
- Additional benefits will include mentorship from industry professionals and networking opportunities at conferences and industry events.

**How to Apply:** Please submit your resume and a cover letter detailing relevant experience to WFU Director of Development Danielle Endvick at [dendvick@wisconsinfarmersunion.com](mailto:dendvick@wisconsinfarmersunion.com). Applications will be reviewed on a rolling basis until the position is filled.

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