



MIDWEST GROUNDCOVERS LLC

P.O. Box 748 • ST. CHARLES, IL 60174 • 847-742-1790 • FAX 847-742-2655

Nurseries Located in St. Charles & Virgil, Illinois and Glenn, Michigan

About the company:

Growing and propagating over 20 million of the finest wholesale plants in the Midwest. Although Groundcovers are our specialty, Midwest Groundcovers' plant offerings include Evergreens and Broadleaves, Deciduous Shrubs, Perennials, Ornamental Grasses, Vines and Native Prairie, Wetland and Woodland species. We are leaders in the Green Industry in partnering with landscape architects, landscape designers, green roof and plant professionals to create inspiring planting combination solutions. Experts in plants for Midwestern durability and sustainability for over five decades. We are a Wholesale Grower, not open to the public.



Where to Apply: www.midwestgroundcovers.com/about-us/careers/intern-programs/

Objective / Accountability:

To provide our intern with comprehensive knowledge related to marketing and horticulture allowing them to make informed decisions about their future studies or employment. To develop skills that are transferable across all professional work environments. To support the Marketing Department by providing value-added service and while reaching personal and professional goals in the process.

The program will vary depending on the interest and skill of the intern and the needs of the company. Generally, the intern will focus a majority of time in one or two departments, with work opportunities in other departments later in the season and during the intern program.

Function / Corresponding Tasks:

Assist with daily marketing activities.

- Website
 - Will have the opportunity to make updates as needed to Midwest Groundcovers, Midwest Trading, and branded websites.
- Photography
 - Coordinate with others to obtain pics of missing plant images, products, facilities and staff for promotion purposes and to support plant database update and management.
- Maintain and monitor inventory of promotional giveaways (MG & MT)

Utilize Adobe Creative Suite (Illustrator, Photoshop & InDesign).

- Learn how to make simple changes to documents in Adobe Creative Suite
 - Update flyers
 - Create signs
 - Edit Photos

Coordinate and draft e-newsletter communications

- Gather articles and information from e-newsletter contributors
- Use Constant Contact to build the e-newsletter communications
- Work with proofreaders and other team members to ensure high quality of content



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- Monitor contact lists to ensure customer emails are current
- Organize the photo library in Constant Contact

Manage Instagram account with relevant content and photos

- Post daily to the Midwest Groundcovers Instagram account
- Work with Marketing and Promo Team to suggest and develop content
- Take photos and work with other team members to acquire relevant photos
- Provide Marketing Supervisor with usage stats related to followers and engagement

Understand and Communicate Effectively on Specific Systems and Policies

- Acquire basic Ross & SharePoint skills as they apply to Marketing

Plants

- Take regularly scheduled nursery walks.
- Promote plants that are trending

Projects

- Learn about the business history and culture.
- Acquire new skills through challenging and meaningful activities, such as specified intern projects determined at the start of the internship.
- Responsible for determining and achieving individual goals and working toward personal and professional growth, while supporting the department, company and industry.
- Work with St. Charles intern team to create a presentation regarding their time in the internship program.

Teamwork/Communication

- Cross train with other departments; support and help other areas as necessary.
- Develop strong networking/mentoring relationships.
- Make at least three industry connections.
- Participate in the KASH interview process
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Required Skills:

- Ability to communicate effectively, accurately, and concisely both orally and in writing.
- Excellent organizational and problem-solving skills.
- Strong commitment to customer service and teamwork.
- Strong competency in Microsoft Word, Excel, Outlook and Web browsers
- Positive, action-oriented attitude towards problems solving and satisfying customer needs.
- Ability to output high volume of work accurately with attention to detail.
- Ability to multi-task, work in a fast-paced environment and meet deadlines.