



## Retail Development Intern Position Description

**Position:** Part-Time Intern

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

**Semester:** Spring and/or Summer 2025

**About Us:** The Wisconsin Farmers Union (WFU) supports family farmers, sustainable agriculture, and vibrant rural communities. The Mercantile is a retail space at WFU's new Market on River ([www.marketonriver.com](http://www.marketonriver.com)) that showcases local products sourced from WFU farmer members throughout the state.

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

### Key Responsibilities:

- **Promotion:** Support the creation and execution of promotional strategies, including in-store displays, social media campaigns, and community outreach efforts.
- **Market Research:** Conduct research on industry trends and explore new product/farmer partnership opportunities to expand The Mercantile's offerings and operations.
- **Inventory Management:** Assist in 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.
- **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.
- **Ambassador for Wisconsin Farmers Union:** Meet and greet customers and visitors to MOR, help maintain a clean and friendly building, water plants, and help maintain the overall cleanliness and amiability of the premises. Share knowledge about WFU and the building with the general public.

- **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 ability to manage multiple tasks.
- Experience with Canva and the Square retail app is not required but would be considered a strong asset to your application.
- 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. Some weekend hours are required.
- The internship requires travel to and from the Market on River 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:** Applications will be reviewed on a rolling basis until the position is filled. Please submit resume, a cover letter detailing relevant experience, and 3 references to WFU Director of Development Danielle Endvick at [dendvick@wisconsinfarmersunion.com](mailto:dendvick@wisconsinfarmersunion.com).

**Non-Discrimination Statement:** Wisconsin Farmers Union prohibits discrimination on the basis of race, color, religion, creed, national origin, ancestry, gender, gender expression, sexual orientation, family/parental status, age, disability, socio-economic or military status, in any of its activities or operations. These include employment, youth and adult programs, membership, selection of vendors, appointment of board members and selection of grantees, volunteers and representatives.