MCE 2020 Summer Semester Internship Work Plan

Goal: To improve MCE's Known & Grown website, especially search features, to make it easier for consumers to find specific Known & Grown products.

Objectives:
1. Create a database of farmer products so consumers and retailers can find K&G products.
   a. Search by individual products, location, or broader categories
2. Create a farmer resources page
3. Improve K&G's website's SEO
4. Improve design of newer pages
5. If time allows, create a ARCGIS layered map for farmers, products, retailers, and restaurants in our network

MCE launched [Known & Grown STL](#) in June 2019, a brand for environmentally-responsible farmers within 150 miles of St. Louis. Known & Grown STL helps these farmers spread the word about their practices, their products, and the principles they value. In order to best support consumers, restaurateurs, and small grocery store owners in buying from Known & Grown STL farmers, MCE needs to improve our website to make it easier for people to find our website, search for the products they want, and help farmers find the resources they need to grow their business. To help with this process, we are looking for an intern in the summer of 2020 to help us add new search functionality to the website, improve SEO, and add new resources to the website.

Qualifications:
- Experience with web page development is required
- Experience with Wordpress and backend search function development is preferred
- SEO experience
- Interest in food systems, the environment, health, and agriculture is a plus
- Ability to work independently as well as part of a team
- Ability to take initiative to discover solutions to unexpected obstacles
- Comfortability with email and phone communication with new people to seek assistance with project
- Experience with ArcGIS is a plus but not required

Hours: 10-12 hours per week with the opportunity to work remotely one day a week. To apply, send cover letter and resume to Jenn DeRose at jderose@moenviron.org with "Known & Grown Website Intern" in the subject. Links to any websites you have worked on are encouraged to be included in the application.