



Sales & Marketing Intern – Agricultural Inoculants

Location: Fargo, ND

Employment Type: Part or Full-Time

Experience Level: Intern - College Student

About Us:

Lilac is an early-stage biologicals company developing next-generation microbial inoculants for pulse crops, including yellow-pea and lentils. Headquartered in Fargo, ND and rooted in scientific breakthroughs from North Dakota State University (NDSU). Lilac partners with pulse crop seed companies and ag retailers across the Northern Plains.

Position Summary:

We are seeking a motivated and curious student to join our team as a Sales & Marketing Intern. This is a hands-on opportunity to support our sales and marketing efforts by assisting with outreach to seed companies and ag retailers, contributing to marketing materials, and participating in field and customer-facing activities. You'll gain real-world experience in agricultural sales, startup operations, and go-to-market strategy. Send letters of interest and resume to **Careers@lilac.ag**.

Key Responsibilities:

- Support outreach to regional seed companies, distributors, and ag retailers
- Assist with preparation of sales and marketing materials (1-pagers, presentations, email campaigns)
- Maintain CRM or contact tracking spreadsheet
- Help schedule and prepare for customer meetings and field visits
- Participate in trade shows, grower meetings, and field plot visits when possible
- Collect and organize customer feedback from early conversations and interactions
- Conduct market research on competitors, pricing, and customer needs
- Support social media and digital marketing efforts as assigned

Qualifications:

- Must be a graduate of a North Dakota High School or enrolled in a North Dakota college.
- Currently pursuing a degree in Agribusiness, Agriculture, Marketing, or a related field
- Passion for agriculture and interest in sustainable farming practices
- Strong written and verbal communication skills
- Comfortable working independently and asking questions
- Proficiency in Microsoft Office (especially Excel and PowerPoint); Canva or similar tools a plus



- Valid driver's license and willingness to travel locally

What You'll Gain:

- Experience in agricultural sales and marketing at a fast-growing startup
- Exposure to go-to-market strategy in biologicals and pulse crops
- Mentorship from experienced ag professionals
- Opportunity to contribute meaningfully to a commercial product launch
- A network in the agriculture and agtech industries

Details:

- Start Date: Fall 2025 semester
- Duration: 8–12 weeks with potential for extension
- Hours: Part-time or full-time depending on availability
- Compensation: Paid internship