

Internship Announcement

Position: APHA internships

Available: **Summer** (May-August); **Fall** (September–November); **Year-Round** (Variable 3 months)

Specific dates may be modified to fit the intern's needs.

Immediate Supervisor: Senior Director of Marketing & Membership

Introduction

The American Paint Horse Association is the world's second-largest equine breed association, located in the heart of horse country, Fort Worth, Texas. The association offers several paid publications internships annually to college juniors, seniors or recent graduates who have an interest in promoting Paint Horses and the people who love them, as well as learning the ins and outs of working at a breed association.

Position Responsibilities

The interns will work in collaboration with APHA editorial, graphics, sales and performance staff. Duties might include:

- Assist with the production of APHA publications
 - o Interviewing sources
 - o Writing articles/columns
 - o Maintaining editorial databases
 - o Editing copy
- Photography development
 - o Developing hands-on photography skills
 - o Image selection for projects
- Generating web stories for apha.com and mychromelife.com
 - o Writing/editing articles
 - o Basic web development
- Assisting in social media marketing
 - o Planning and executing posts for Facebook and Instagram
- Planning and execution of marketing programs and promotions
 - o Generating press releases
 - o Engaging with marketing team to brainstorm ideas for new and innovative campaigns
 - o Developing marketing material
- On-site event coverage at APHA Youth World Championship Show (Summer position) or APHA World Championship Show (Fall position)
 - o Story generation for print and web coverage
 - o Photography assignments
 - o Press releases/public-relations outreach
- Aid sales team with sales efforts ranging from lead generation to collecting information for ads and other World Show-related sales products
- Assist with sponsorship fulfillment tasks
- Assist staff and show management with various duties related to the Performance

Department and the World Show including, but not limited to:

- Projects related to Youth Program, Amateur Program, Shows and Judging
- Award preparation and distribution
- World Show preparation
- Coordination of events during the show
- Post show reporting of statistics and results

Requirements

Applicants must be college juniors, seniors or recent graduates ready to make a difference at an equine association. Applicants should be majoring in Animal/Equine Science, Agribusiness, Marketing, Agricultural Communication/Journalism, Public Relations, Business Development or related field, and should possess a strong interest in Paint Horses.

- Strong writing and organizational skills
- Self-started with the ability to follow through with a project
- Detail-oriented, flexible, and able to multi-task
- Responsible with a willingness to learn, and the ability to work under pressure and meet deadlines are paramount
- Solid grasp on Associated Press style, grammar and feature writing
- Ability to work independently as well as cohesively with a wide range of personalities
- Horse experience (preferred)
- Basic understanding of digital photography and looking to strengthen photography skills (preferred)

Salary

\$1,200 per month

Housing & Transportation

The intern is responsible for transportation, room and board. The APHA office is located in the Fort Worth Stockyards and there is no public transportation. The intern must provide his/her own transportation

How to Apply:

Review this document and complete an online internship application at https://americanpainthorseassoc.formstack.com/forms/apha_internship_application

Be sure to attach all required materials. Incomplete or late applications will not be considered. PDF files are preferred for all documents. Special consideration will be given to applicants pursuing certain majors (i.e. Editorial, Marketing/Sales, Events).

Questions? Contact Desiree Heath at dheath@apha.com.



Marketing & Communications Department

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