



Marketing Internship

Supervisor: Lisa Jackson, Director of Marketing & PR
Status: Unpaid, College Credit Internship

About the Kentucky Horse Park:

The Kentucky Horse Park (KHP) is a working horse farm, equine competition facility and an educational theme park. The Commonwealth of Kentucky acquired the property in 1972 for \$2.7 million and opened in 1978 as the world's only park dedicated to celebrating man's relationship with the horse. The KHP is visited by approximately one million visitors annually from all over the world. Visitors can see more than 40 different breeds of horses, on 1,200 acres of majestic bluegrass land, ride horse drawn trolley tours and attend shows at the Hall of Champions, Horses of the World and Kids' Barns. They can wind through the International Museum of the Horse and even watch a demonstration at the Farrier Shop.

Position Overview & Responsibilities:

The intern will assist the Director of Marketing & Public Relations with various marketing initiatives including areas of social media and public relations.

- Write text and post to KHP website, Facebook and Twitter pages and other social media, as appropriate.
- Collaborate with park clients, other departments and National Horse Center organizations to market the Kentucky Horse Park brand and increase visitor attendance to the park and park events.
- Write and distribute press releases and any other assigned marketing or public relations materials.
- Assist with media activities and special guests of the park.
- Help monitor and distribute press clips, organize photo library and update contacts database.
- Other duties as assigned.

Requirements:

- Major in Business, English, Marketing, Hospitality & Tourism or like field.
- Must be enrolled as an undergraduate student of a college or university.
- Complete online internship application, waiver and background check at kyhorsepark.com.
- Attend an interview, orientation and tour.
- Excellent communication, customer service and interpersonal skills.
- Strong writer with good grammar and familiarity with public relations writing and social media posting.
- Strong time-management and organizational skills; self-motivated and directed.
- Strong equine knowledge preferred.
- Photography, videography and multimedia editing and production a plus.
- Send cover letter and resume to annie.hickey@ky.gov

For questions, contact:

Annie Hickey
Volunteer & Outreach Manager
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