



Marketing & Public Relations Internship

About the Kentucky Horse Park:

The Kentucky Horse Park is a working horse farm, equine competition facility, and educational theme park. The Commonwealth of Kentucky acquired the property in 1972 and opened in 1978 as the world's only park dedicated to celebrating man's relationship with the horse. Over 1 million visitors from all over the world come to the Horse Park annually. Visitors get to meet over 40 different breeds of horses on 1,200 acres of land. Visitors can also wind through the International Museum of the Horse and the Saddlebred Museum.

Position Overview & Responsibilities:

Intern will assist the Marketing Director with various marketing initiatives including areas of social media and public relations.

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

Requirements:

- Must be enrolled as a student at a college or university with a GPA of 2.5 or higher.
- Complete State of Kentucky Co-Op/Intern Application and Academic Credit Agreement.
- Complete KHP Internship Application and Waiver.
- Attend an interview, orientation, and interview.
- Complete a minimum of 160 hours.
- Excellent communication, customer service, and interpersonal skills.
- Strong writer with good grammar and familiarity with public relations writing and social media posting.

For questions contact:

Sidney Barnett

Volunteer, Outreach, & Education Programs Director

Sidneyk.barnett@ky.gov (859)259-4267