



Internship – Marketing & Public Relations

Supervisor: Lisa Jackson and Esther Zunker

Status: 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. Over 800,000 visitors from all over the world come to the park annually. Visitors get to meet over 40 different breeds of horses on 1,200 acres of majestic bluegrass land, ride on a horse drawn trolley tours and attend shows at the Hall of Champions, Breeds Barn and Kids' Barns. Visitors can wind through the International Museum of the Horse and even watch a demonstration at the Farrier Shop.

Position Overview & Responsibilities:

The student 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.
- Assist in the planning and executing of the KHP Run/Walk Club.
- Other duties as assigned.

Requirements:

- Major in Business, English, Marketing, Hospitality & Tourism or like field.
- 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.
- Must be enrolled as a student of a college or university, with a GPA of 2.5 or above.
- Complete State of Kentucky Co-Op/Intern Application and Academic Credit Agreement.
- Complete KHP Internship Application and Waiver at kyhorsepark.com
- Attend an interview, orientation and tour.
- Must complete 160 hours over an 8 week period.
- Record all internship hours using VicNet database.
- Volunteer for a minimum of 3 KHP special events.
- Complete a midterm and final survey and evaluation.
- Weekly meetings with KHP Internship Manager.

For questions, contact:

Annie Martin

Volunteer & Outreach Manager

(859)259-4267