

# American Paint Horse Association Internship Announcement

**Position:** Marketing/Public Relations Internship

**Immediate Supervisor:** Marketing Manager

**Available:** January – May (dates may be changed to fit the interns needs)

**Introduction:** The American Paint Horse Association is a breed registry located in Fort Worth, Texas. The association performs the function of registration, record keeping, show management, sale scheduling, field services, racing coordination, publishing, public relations, information dissemination and administration. In addition, the association fulfills its purpose of promoting the American Paint Horse through efficient service to members, directors and the general public.

**Summary:** The intern will work in the Marketing/Public Relations department, as well as have the opportunity to work closely with individuals in editorial, graphics and other departments.

## **Responsibilities will include but not be limited to:**

- Assist with social media efforts
- Assist with in-house ads and collateral materials
- Assist in updating marketing materials for the association
- Maintain a list of media contacts
- Perform miscellaneous marketing tasks

**Duration of Internship:** This internship will be from January –May, however, these dates may be modified to fit the intern's needs.

**Goals:** The APHA Marketing Intern will have the opportunity to develop a portfolio of news clips resulting from various press releases. At the duration of the internship, the intern will have developed a list of contacts in the equine industry, as well as with local media.

**Basic Requirements:** Seeking an individual majoring in Journalism, Agricultural Communication/Journalism, Marketing, Public Relations or related field, who desires to learn more about breed associations and develop skills to work within the horse industry.

## **Other Requirements:**

- Strong writing and organizational skills
- Self-starter with the ability to follow-through with a project
- Must be detail-oriented, flexible and able to multi-task
- Horse experience a plus
- Knowledge of AP Stylebook

**Salary:** \$1,200. per. month

**To Apply:** Submit resume with cover letter stating qualification to the American Paint Horse Association. Writing samples are also encouraged. Send all applications for review to APHA, Human Resources Dept., P.O. Box 961023, Fort Worth, TX 76161-0023 or fax to 817-222-6419. Resumes will be accepted through October 31, 2012

**Housing and Transportation:** The intern is responsible for transportation, room and board. The APHA office is located in Northeast Ft. Worth and there is no public transportation. The intern must provide their own transportation.