

Job Title: Marketing Internship

Location: Lexington, KY

Company: The United States Pony Clubs, Inc. (USPC)

About Us: The United States Pony Clubs, Inc., (USPC) is a non-profit organization dedicated to providing equestrian education for all ages in the areas of horse care, safe and effective riding skills, and equestrian sports. Founded in 1954, USPC offers educational programs that develop leadership, responsibility, and self-confidence in its members. The Marketing Department is responsible for marketing the association as a whole, as well as numerous programs and events, and providing support to all departments within our Corporate Headquarters.

Position Overview: We are seeking an enthusiastic Marketing Intern to join our team. This internship offers a unique opportunity to gain hands-on experience in marketing and communications within the equestrian industry. The Marketing Intern will support various marketing initiatives and campaigns to promote USPC's programs, events, and services. This position will work closely with our Marketing and Communications team to create content and assist with marketing strategies.

Responsibilities:

- **Content Creation:** Assist in creating engaging and relevant content for USPC's digital platforms, including for various social media platforms and the website, newsletter, press releases, and the blog. May include writing, designing, repurposing content, and researching and compiling materials.
- **Graphic Design:** Create visual content, such as graphics, infographics, signage or print materials, and promotional materials to support marketing campaigns, social media, and event promotions.
- **Search Engine Optimization:** Learn SEO on the job and assist in making any online content search engine optimized.
- **Event Promotion:** Support the promotion of USPC events, including Festival and Convention.
- **Marketing Support:** Assist with various marketing tasks related to projects, including doing research, interviews, and organizing marketing materials.
- **Collaboration:** Work collaboratively with various USPC departments to ensure consistent messaging and branding across all marketing efforts.

Qualifications:

- Currently pursuing a degree in Marketing, Communications, Business, or a related field.
- Interest and knowledge of horses and the horse industry.
- Excellent written and verbal communication skills.

- Must be computer literate, including the use of basic software programs, such as Microsoft Word, Excel, and Outlook/Gmail.
- Experience with social media platforms (Facebook, Instagram, TikTok, etc.).
- Basic graphic design skills and familiarity with design software (e.g., Canva, Adobe Creative Suite).
- Organized; self-motivated; detail-oriented; possesses the ability to balance various projects, prioritize, and to meet deadlines.
- Professional demeanor and proper etiquette in dealing with coworkers and USPC members and volunteers.
- Ability to work independently and as part of a team.
- Prior experience in marketing, communications, or social media management is a plus.

Hours: The USPC National Office is open Monday-Friday, 8:30am to 5 pm; hours are based on intern's schedule and availability.

Compensation: This is an unpaid/volunteer internship. Please review the Internship Program Overview.

Gain hands-on experience in marketing within the equestrian industry with the opportunity to contribute to a meaningful mission and make a positive impact in the lives of equestrians of all ages.

How to Apply: Interested candidates should submit their resume, cover letter, and any relevant work samples to Bada Faber at bookkeeper@ponyclub.org. Please include "Marketing Intern Application" in the subject line.