

AMERICAN QUARTER HORSE ASSOCIATION MARKETING INTERNSHIP JOB DESCRIPTION

SUMMARY

AQHA's Marketing and Communications Program reach into all aspects of the horse industry, regardless of discipline. Qualified candidates will be challenged to write daily press releases about the American Quarter Horse and related activities; develop relationships with media professionals, agencies and industry leaders. This position assists with implementing AQHA's various promotions, advertising and marketing programs. By the end of a typical three-month internship, interns in this area can take a marketing program from concept to implementation.

RESPONSIBILITIES

- Write and disseminate press releases
- Develop and maintain list of media contacts
- Develop and/or update various marketing material
- Help plan and coordinate special events that promote the American Quarter Horse and related activities
- Assist with planning and executing AQHA's marquee events, including AQHA World Show, AQHYA World Show, Bayer Select World Show, MBNA America Challenge Championships and AQHA Member Appreciation Days
- Work closely with Internet Information Technology to market AQHA's Web site
- Develop advertisements for AQHA and investigate media buys

GOALS

- To create a consistent voice and look for the American Quarter Horse industry
- To market horse activities to media and general public
- To support membership into AQHA and ownership of American Quarter Horses
- To market AQHA programs to maximize member participation and enjoyment
- To ensure AQHA maintains its leadership position

SUPPORTING ACTIVITIES

- Travel to various events
- Manage press room activities
- Write scripts for banquets, ceremonies and presentations

**AQHA's Marketing Department will have three paid internships throughout the year – Jan-April, May-August, September-December. Please specify which internship you are applying for. Resumes for all three internships are being accepted.*

All resumes and cover letters should be submitted to:

Jennifer K. Hancock, jhancock@aqha.org

806-376-4888 Ext. 4718

American Quarter Horse Association

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