

APHA Internship Announcement

Position: APHA internships

Terms:

- Summer (two months)
- Fall (two months)
- Flex (time and length may vary)

Immediate Supervisor: Senior Director of Marketing and Membership

Introduction

The American Paint Horse Association is the world's second-largest equine breed association, located in the heart of horse country, Fort Worth, Texas. The association offers several paid internships annually to college juniors, seniors or recent graduates who have an interest in promoting Paint Horses, the people who love them, and the events that showcase them, as well as learning the ins and outs of working at a breed association.

Responsibilities

Our members are the ultimate fans of Paint Horses, and their interests cover all aspects of Paints' versatility. APHA's publications—the *Paint Horse Journal* and *Chrome*—are diverse, as are the association's reach into social media and other promotional avenues; interns will have the opportunity to employ their equine and equine event knowledge, explore new avenues and generate clips and published pieces ideal for a professional portfolio.

The interns will have a focused department (marketing/sales, editorial or performance/event) but will work with the various departments of APHA for a well-rounded experience. Duties might include:

- Assisting in the production of APHA publications
 - Interviewing sources
 - Writing articles/columns
 - Maintaining editorial databases
 - Editing copy
- Photography development
 - Developing hands-on photography skills
 - Image selection for projects
- Generating web stories for *apha.com* and *mychromelife.com*

- Writing/editing articles
- Basic web development
- Assisting in social media marketing
 - Planning and executing posts for Facebook and Instagram
- Planning and execution of marketing programs and promotions
 - Engaging with marketing team to brainstorm ideas for new and innovative campaigns
 - Developing marketing material
 - Maintaining marketing calendar
 - Assisting graphics department as needed
- Assisting with planning, preparing and executing all aspects of APHA World Championship Show (Summer) or APHA Breeders' Futurity Halter Championship (Fall)
- Opportunity to learn about and complete projects for other APHA departments such as MemberCare (customer service), PH Barn Door (retail store), accounting, mail center and more

Requirements

Applicants must be college juniors, seniors, or recent graduates ready to make a difference at an equine association. Applicants should be majoring in agriculture, journalism, marketing, or a related field, and should possess a strong interest in Paint Horses. Interns should have a desire to learn about breed associations while developing the skills necessary to succeed.

The ideal intern is a self-motivated, creative thinker. Responsibility, a willingness to learn, and the ability to work under pressure and meet deadlines are paramount.

Salary

\$1,200 per month

Housing & Transportation

The intern is responsible for transportation, room and board. APHA is located in the Fort Worth Stockyards. The APHA World Championship Show and APHA Breeders' Futurity Halter Championship take place about 4 miles from APHA headquarters at the Will Rogers Memorial Center. APHA staff can provide leads on housing if need be.

To Apply

Complete an online application form at:

americanpainthorseassoc.formstack.com/forms/apha_internship_application

Be sure to attach all required materials. Incomplete or late applications will not be considered. PDF files are preferred for all documents. If an applicant wishes to apply for more than one internship position, please submit a separate application for each position as they have different requirements.

Please submit information by March 15 for the summer internship, and by June 30 for the fall internship.

Required materials:

- Resume
- Current references
- Cover letter
- At least one news or feature writing samples
- At least two photography samples

Questions on the online application? Contact Desiree Heath Mills at dmills@apha.com

About APHA's Publications

Our members love Paints, and they enjoy them in a ton of different ways.

APHA's publications are diverse; learn about them below—or better yet, pick up the magazines to review before your internship interview!

Paint Horse Journal

The official publication of APHA for more than 50 years, the *Paint Horse Journal* has long been recognized as the horseman's source for industry topics. An award-winning publication, the *Journal* highlights the versatility, athleticism and uniqueness of the American Paint Horse and the people who love them.

Chrome

Celebrating a life as unique as the Paint Horse, *Chrome* is APHA's quarterly Western lifestyle magazine distributed to all APHA members. "Chrome" is commonly used to describe the flashy white markings that make a Paint Horse stand out over any other breed.