



## At-Will Employee Job Description

Communications and Marketing Intern

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**Position Title:** Communications and Marketing Intern  
**Type of Position:** Part-time  
**Department Name:** Marketing and Programs  
**Reports To:** Marketing and Programs Director  
**Direct Reports:** N/A

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**Job Summary:** Reporting to the Marketing and Programs Director, the part-time Communications and Marketing Intern will be responsible for executing the marketing and digital platforms for the American Saddlebred Horse and Breeders Association (ASHBA).

**Responsibilities include; but are not limited to:**

- Collaborating with ASHBA marketing team update social media content across all channels and maintain a weekly content schedule
- Develop and manage engaging content that helps promote American Saddlebred horses and members.
- Brainstorm new ideas for social media campaigns with ASHBA marketing team
- Assisting with monthly events
- Create and maintain library of digital content
- Monitor and evaluate the effectiveness of digital campaigns
- Content Creation: Produce high-quality and engaging video content for TikTok and Instagram, with a specific emphasis on showcasing the American Saddlebred breed and our association's activities
- Content planning and scheduling: Create a content calendar to plan and schedule social media posts, ensuring brand messaging
- Analytics and Reporting: Track and analyze the performance of social media content, using metrics to assess the effectiveness of different strategies and campaigns

**Qualifications**

- Bachelor's degree (or current student) in communications, marketing, or a related field (or equivalent experience)
- Passion and understanding of the equine industry. American Saddlebred experience is preferred.
- Excellent writing and editing skills on social media platforms.
- Knowledge of graphic design using Canva or a similar graphic design platform
- Knowledge of videography and editing to create reels and stories for social media



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- Creative thinker and have the ability to work in a fast paced environment
- Available to work weekend events as needed

**Hours:** 20-25 hour/week

Please send resumes to Katie Porter at [k.porter@saddlebred.com](mailto:k.porter@saddlebred.com)

**ABOUT THE AMERICAN SADDLEBRED HORSE AND BREEDERS ASSOCIATION (ASHBA):** The mission of the American Saddlebred Horse and Breeders Association is to promote and protect the American Saddlebred Horse with the highest standards of integrity and guarantee the purity of the breed through the recording of pedigrees and the transfer of ownership of the American Saddlebred Horse.

The Association supports all of the activities that make Saddlebred ownership enjoyable and rewarding while working to stimulate and promote interest in the breed. From top breeders to backyard breed enthusiasts if you love the Saddlebred, we work to support you in trotting towards your *#asbdreams*. For more information visit [saddlebred.com](http://saddlebred.com) and follow them on Instagram at [instagram.com/saddlebredofficial/](https://www.instagram.com/saddlebredofficial/)