



Horse Park of New Jersey Digital Internship

Position: The Horse Park of New Jersey seeks an intern to enhance the Park's presence via the web and social media.

Background: The Horse Park seeks to expand its digital presence in the equine realm at the regional and national levels. In addition, the Park seeks to increase its connection with the local communities in proximity to the Horse Park who may be unaware of its presence.

The Park currently has several improvement projects underway; is conducting a capital improvement fund raising campaign; and is celebrating its 30th anniversary in 2018. The Park wishes to promote these activities as well as the many equine competitions it hosts each year, ranging from an International 3 Day Event to clinics and shows for various equine disciplines.

Duration: 3-4 month internship interval which could correspond to an academic calendar (such as Jan-April). Multiple intervals for a longer internship are possible. Flexible schedule/hours

Location & Scheduling: Approximately 80% of the work can be done remotely, with scheduling flexibility. The intern will need to attend periodic meetings at the Horse Park and is expected to be on site for the Park's key events, such as Jersey Fresh International 3 Day Event in May.

Responsibilities:

- Content creation for the web, Facebook, Instagram, Twitter, YouTube and Snapchat and other sites as appropriate. This will include working with Horse Park Staff and Board Members to encourage them to contribute to content creation

- Generate and schedule social media content on a weekly basis and more frequently in key periods of time. This will include editing content, and utilizing photos and videos across various platforms.
- Ability to digitally upload photos either provided by the Park, or taken by the intern
- Skill in WordPress for website use
- Maintain the Horse Park website, with particular attention to the calendar, sponsorship acknowledgement and special events sections
- Engage with online community to increase online footprint and brand awareness social media reach. Provide a written reports on actions and results to the HPNJ Board of Trustees on a monthly basis.
- Participation in conference calls and/or on-site meetings on a monthly basis
- On-site attendance at key events at the Horse Park

Qualifications:

- The equivalent of one year of college credits at a minimum
- Provision of 2 references - one from employment/volunteer work and another from the academic community
- Strong written and oral communication skills
- Knowledge of the equestrian community and disciplines
- Ability to act professionally in representing the Horse Park Competency in the use of Facebook, Instagram and Twitter
- Understanding of Word Press and web skills a plus
- Self-motivated individual with strong organizational skills

How to Apply:

Please submit the following to the Horse Park of New Jersey via afurlong@bwfurlong.com , or via a CD to 626 Route 524, Allentown, NJ 08501

- A portfolio of social media and personal accounts across all platforms mentioned above
- A video application explaining why you are the best candidate for this internship
- A resume and cover letter

A request for references will be made after the Park reviews your submission.