



Medicine Horse
Horses Helping Humans

Marketing and PR Internship Position Description

Organization overview: Medicine Horse is a Boulder based 501c3 nonprofit organization, founded in 2000. Medicine Horse provides free, donation-based groups and scholarships for those who wouldn't otherwise have access to Equine Assisted Psychotherapy. Some of the folks we serve include Veterans, caregivers, first responders, folks in the BIPOC and LGBTQ+ communities, women with breast cancer, youth at risk, people struggling with addiction, abuse and all forms of trauma. Medicine Horse saves lives; Healing through the empathic power of the horse.

Reports to: Executive Director

Time and location requirements: Flexible and negotiable. Depends on Intern's needs. Medicine Horse office hours are generally Monday – Friday, 9-4. Some weekends as events and programs require. Work will be completed in a hybrid setting in MH office (Longmont) and remotely as needed and discussed with supervisor.

Position Overview

The Marketing and PR intern will work closely with Operations Manager and Executive Director, and the Marketing and PR team that is comprised of staff and volunteers to support the mission of Medicine Horse.

Key Duties:

1. Marketing 25%
2. PR 25%
3. Social Media 15%
4. Community Outreach 15%
5. Misc Administration as relates to role 20%

Marketing

- Assist in the planning and execution of marketing events
- Attend weekly Marketing Team meetings
- Assist in generating the monthly newsletter
- Work with marketing volunteers on creation of print and digital content
- Perform analysis on marketing activities

PR

- Maintain and work to expand PR contact database
- Assist in generating and distributing Media Releases
- Assist in generating Media Kits and Client Information Packages

- Assist in preparation for and attend PR engagements and events
- Research ideas, strategies, and events to implement that align with the organization's mission and goals
- Perform analysis on PR activities

Social Media

- Work with the Social Media and Marketing Team to create strategies and content to leverage Social Media in support of the goals of increasing awareness, general understanding of what MH does and the impact we make, as well as expanding our reach to new participants, partner organizations, and volunteers.

Community Outreach

- Research and assist in implementation of Marketing and PR strategies to bring in diverse populations to Medicine Horse as participants, volunteers, and staff.
- Identify other ways that Medicine Horse can connect with new populations in the community through marketing and PR efforts and assist on execution of those ideas.
- Attend community outreach events to represent Medicine Horse.

Other tasks to include but not limited to

- Administrative tasks, primarily as they related to Marketing and PR but occasionally otherwise. (We are a small team and often, it is "all-hands on deck".)
- Participate in related trainings as recommended by supervisor. These might include but not be limited to software, cultural (i.e. DEI) or mental health issues awareness, equine care, or volunteer and/or programs management related.
- Continually review processes and make improvements/suggestions where applicable.

Necessary skills:

- Basic computer literacy and familiarity with Microsoft Word, Power Point, Excel, Adobe, the internet, Google Mail, Calendar, and Drive
- Social Media experience a plus
- Ability to quickly learn new platforms
- Must be detail oriented and have excellent time management skills (meeting deadlines is a must)
- Strong writing, editing and proofreading ability
- Good common sense and judgement
- Strong customer service and communication skills (communicating with partner organizations, participants, volunteers, therapy team, board, staff, etc.)
- Open mindedness, team, and mission oriented.
- Comfortable with and sensitive to working in an environment where therapy is going on for a variety of needs.
- Comfortable with horses in the environment.
- Able to work in a semi-outdoor environment with dust, hay, horses, etc.
- Ability to own this position and be proactive in suggesting and implementing new ideas and improved processes.
- Valid current driver's license: travel to the office during business hours is required.
- Ability to lift and carry up to 40 lbs.

- Desire to learn and develop new skills, willingness to ask questions and for help, and be part of the team that helps Medicine Horse grow to the next level.
- Nonprofit background or education a plus.

Medicine Horse is committed to establishing itself as an organization that seeks out diverse representation and being a model for other non-profits for equity and inclusivity. In all our actions, we strive for operationalizing our diversity, equity and inclusion (DEI) strategic imperatives.

Medicine Horse does not discriminate against any person on the basis of race, ethnicity, national origin, color, gender/sex, age, religion, marital status, pregnancy, disability, sexual orientation, gender identity, or genetic information in its services and programming or employment.