

REAL HORSE RESCUES PODCAST | Communications, Social Media, Marketing Intern | Remote position

Susan Kayne is launching REAL HORSE RESCUES Podcast. If you have a real interest in podcasting, digital audio editing, radio journalism, and LOVE HORSES, this may be the perfect position for you.

The podcast will explore the big questions about what we do with horses -- and why. We examine the complexities and convolutions of how Horses are valued. We study our evolving relationships with Horses, juxtaposed to the political power behind pro-slaughter Equine legislation. We parse successes that are working, and we question the ethics of industries that send tens of thousands of purposefully-bred Horses to slaughter. We celebrate people on the front lines of saving Horses, and we embolden our listeners to develop their own voice for Horses.

Our guests are esteemed individuals from all over the world who hold nothing back in when questioned on the true worth of Horses. Our conversations will focus on finding compassionate and sustainable ways to look after our Equine Friends. Our goal is to broaden the discussion of 'unwanted' Horses and to include the responsibility of all stakeholders to embrace and promote respectful solutions to humanely accommodate the natural 30-year-plus lifespan of the Horse.

We need to build into our existing social media platforms, a strategy to integrate the podcast. Our social media campaign, needs to go beyond the typical "Horsey" audience to target a global and domestic audience that has an affinity for Horses but isn't aware of the issues threatening Equine -- we are looking to significantly broaden the audience.

REQUIREMENTS:

- Experience using Instagram, Twitter, Facebook and YouTube.
- Excellent Storytelling, Writing, and Editing Skills.
- Online Access with Ability to Skype/Zoom.

ESSENTIAL QUALITIES:

- Be professional at all times through quality of work, punctuality and attitude.
- Be dependable, and organized.
- Display the initiative and ability to learn knowledge of the field.

WHAT YOU'LL DO:

- Email total strangers
- Pitch stories
- Book guests & Facilitate interviews
- Participate in group edits
- Fact check stories
- Help us make the best stories we can
- Promote the podcast on social media
- Some administrative work as needed

WHAT YOU HAVE:

- An ability to collaborate and manage multiple projects.
- A journalistic determination to find the facts, book the guest, or get the answer!
- A desire to tell great stories about Horses and the People who love them.

This is a great opportunity for someone dedicated to 10-15 hours a week, that wants to expand their portfolio and get involved with an Equine project with incredible impact. You will be an essential part of the RHR Communications team. Open to Students as an Internship OR as a Volunteer Position.

LEARN MORE: <http://www.susankayne.com/podcast.html>

Learning Objectives:

- Understand how to create effective social media and cause marketing campaigns.
- Develop an understanding of media relations and how to create a national podcast.
- Learn how to execute and update a marketing plan to increase reach and awareness.
- Understand content creation and deployment for educational initiatives.

Internship Benefits:

- Learn and collaborate on the development of social and marketing efforts that support a media launch on a national scale.
- Understand the complexities of the issues sending Horses to slaughter.
- Connect with amazing people who step up and save the lives of Horses.
- Potential to transition into continuing paid position.
- Access to our community, learning opportunities, and complimentary merchandise.

HOW TO APPLY:

Send the following as a single PDF attachment to RealHorseRescues@gmail.com with "Podcast Internship" in the subject line:

- Resume with a cover letter explaining your interest in media, communications and Horses.
- Two short writing samples (Example: Social media or blog post).
- A list of ALL of your Social Media Pages.

Optional: If you have prior experience in podcasting or radio journalism, please include links to 1-3 audio stories that you have produced for podcast or radio (3 minutes max for each sample; if you would like to share an excerpt of a longer piece, please include the start/end times.

- Application due by March 31, 2018.
- Selections will be announced on April 20, 2018.
- Start date: April 30, 2018.

Internships are generally for a six-month period, and may be renewed for successful team members. Internships are not paid positions. They are a stellar opportunity for young advocates to develop their skills, connect with industry leaders and build their professional portfolios. Codes of conduct will apply.

###