

# Undergraduate Internship Opportunities in the Equine Studies Program at WVU

## Targeted Students: Communications Studies, Public Relations, and Journalism

The West Virginia University Equine Studies program is dynamic, rich with experiential learning, and growing. Our program is designed to produce future leaders in the equine industry and prepare them for careers in farm management, animal related sales, marketing of equine products, production of equine events, teaching, extension, and more! In addition to traditional and laboratory-based coursework, our students can participate in equine student organizations, earn working student positions, and engage with the horse industry and local community through horse shows and events at our farm. Our program home is the Hazel Ruby McQuain Equine Education & Resource Center at the JW Ruby Research Farm, a newly expanded facility with teaching space, office space, and event space in Reedsville, WV.

We are seeking two undergraduate student interns interested in careers in **communication studies, public relations, and journalism** to assist with communicating and marketing our program and farm to prospective and current students, alumni, industry partners, and the community at large.

### Social Media Intern

Responsibilities include:

- Identification, planning and distribution of content that promotes the WVU Equine Studies brand on our social media platforms.
- Provide live story coverage of selected events.
- Review and update the program website quarterly to keep content fresh and in brand.
- Coordinates closely with equine studies faculty and Davis College Communications Manager.

Desired qualifications:

- General knowledge of the equine and agricultural industries.
- Advanced knowledge of and experience using social media sites such as Facebook, Twitter, Instagram, and others.
- Demonstrated proficiency in organizing and prioritizing multiple tasks and projects.
- Intrinsically motivated.
- Excellent communications skills.

### Communications Intern

Responsibilities include:

- Identification, planning and distribution of content that promotes the WVU Equine Studies brand in collaboration with the college communications manager.
- Write press releases, take pictures, and write a post-story for events.
- Coordinates closely with equine studies faculty and Davis College Communications Manager.

Desired qualifications:

- General knowledge of the equine and agricultural industries.
- Advanced knowledge of and experience writing press releases, media pitches, and post-story coverage for a variety of events.
- Demonstrated proficiency in organizing and prioritizing multiple tasks and projects.
- Intrinsically motivated.
- Excellent communications skills.

This is a semester-long internship opportunity with the opportunity to renew for up to one year at the discretion of the faculty mentor in equine studies. To apply, please send a one page professional resume that addresses your ability to meet the responsibilities and desired qualifications by December 1st to [Crystal.Smith@mail.wvu.edu](mailto:Crystal.Smith@mail.wvu.edu). The communications intern is also required to submit 3 writing samples with their resume.