



Organization: Equestrian Events, Inc.

Event: 2027 Defender Kentucky Three-Day Event (K3DE)

Location: Kentucky Horse Park | Lexington, Kentucky | In-Office

Internship Timeframe: March 29 – April 25, 2027

Compensation: Unpaid Internship

Pre-Event Commitment: Minimum of four (4) in-office hours per week

Event Week Commitment: Full availability and active participation required April 22–25, 2027

Job Summary

Equestrian Events, Inc. (EEI), producer of the world-renowned Kentucky Three-Day Event (K3DE), is seeking a Visual Content & Digital Media Intern to join the marketing team throughout the final weeks of preparation and execution of the 2027 event.

Beginning March 29, the Visual Content & Digital Media Intern will commit to a minimum of four hours per week in the EEI office at the Kentucky Horse Park, working alongside the marketing team to develop social and digital media strategies, create engaging content, and visually document the transformation of the Kentucky Horse Park as the Kentucky Three-Day Event comes to life. The intern must also be fully available, onsite, and working for the entire duration of the Defender Kentucky Three-Day Event, April 22–25, 2027.

This is an unpaid internship designed to provide hands-on experience in visual storytelling, digital media, social media strategy, content creation, and live event marketing. The intern will have the opportunity to contribute creatively to how one of the world's premier equestrian events is presented to fans before and during event week while building a substantial body of real-world work for their portfolio.

Role Focus

The primary focus of this internship is to tell the visual and digital story of the Kentucky Three-Day Event, beginning with the behind-the-scenes work required to transform the Kentucky Horse Park into the event venue and continuing through the final day of competition.

The Visual Content & Digital Media Intern will help document the full visual arc of the event, including preparations, venue build-out, competitor arrivals, event operations, competition, fan experiences, and the people working behind the scenes to make K3DE possible.

Beyond capturing content, the intern will be encouraged to think strategically about how that content is used. Working alongside the EEI marketing team and its agency partners, the intern will help develop and execute social and digital media strategies designed to build anticipation, provide behind-the-scenes access, engage audiences, and showcase the overall K3DE experience.

Essential Duties & Responsibilities:

- Capture behind-the-scenes photo and video content throughout event preparation and competition week
- Help develop social and digital media strategies for the weeks leading up to and throughout K3DE
- Brainstorm and develop original social media concepts, recurring content series, storytelling opportunities, and digital engagement ideas
- Create and edit short-form content for platforms such as Instagram, Facebook, TikTok, YouTube, and other relevant digital channels
- Work alongside the EEI marketing team and agency partners to identify timely and compelling storytelling opportunities
- Assist with social media content planning, scheduling, publishing, and real-time engagement
- Organize and catalog visual assets for efficient use across digital channels
- Identify opportunities to showcase the people, preparation, traditions, competition, and experiences that make K3DE unique
- Adapt content and storytelling approaches based on platform, audience, performance, and real-time event developments
- Support additional marketing initiatives and Marketing Internship responsibilities as desired or needed

Pre-Event Responsibilities

Beginning March 29, the Visual Content & Digital Media Intern will document the final stages of event preparation while helping build digital momentum leading into competition week.

Responsibilities may include:

- Behind-the-Scenes Storytelling:** Document the transformation of the Kentucky Horse Park as infrastructure, signage, hospitality spaces, competition areas, and other event elements take shape
- Venue Build-Out:** Capture the development of key areas including the Trade Fair, Sponsor Village, barn areas, hospitality spaces, competition venues, and other event locations
- Cross-Country Content:** Attend and document the Cross-Country Preview filming day and other opportunities to showcase the development and preparation of the cross-country course
- Social Media Strategy:** Work with the marketing team to identify content themes, storytelling opportunities, platform strategies, and audience engagement ideas leading into the event
- Content Planning:** Develop shot lists, content calendars, social concepts, and other plans to ensure key stories and moments are captured
- Content Creation:** Produce photos, videos, short-form edits, graphics, reels, stories, and other digital assets as appropriate
- Event Build-Up:** Develop content that creates anticipation and gives fans a behind-the-scenes look at what it takes to prepare for K3DE
- Asset Organization:** Catalog and organize photo and video assets for use by EEI and its marketing partners

Event Week Responsibilities

Full availability and active participation are required April 22–25, 2027. Event week involves long days, changing priorities, extensive movement throughout the Kentucky Horse Park, outdoor work, and a fast-paced live event environment.

The Visual Content & Digital Media Intern will serve as an active member of the event's content and social media team, working alongside EEI staff and agency partners to tell the story of K3DE as it unfolds.

Responsibilities may include:

- **Behind-the-Scenes Content:** Capture moments and perspectives that provide audiences with access beyond what they see from the spectator areas
- **Competitor & Team Storytelling:** Highlight competitors, horses, grooms, owners, officials, volunteers, staff, and others who contribute to the event
- **Event Experience:** Capture the energy of the Kentucky Horse Park, including fans, hospitality, the Trade Fair, Sponsor Village, special events, and other experiences surrounding the competition
- **Social Media Content:** Create and assist with publishing timely photos, videos, reels, stories, and other digital content throughout the event
- **Real-Time Storytelling:** Identify emerging moments, trends, storylines, and opportunities that can be translated into compelling digital content
- **Social Engagement:** Support polls, stories, interactive features, fan engagement, and other opportunities to connect digital audiences with the onsite event
- **Content Coordination:** Work with EEI and agency partners to ensure priority moments, sponsor needs, and event stories are appropriately covered
- **Asset Management:** Organize and catalog content throughout the event to ensure assets are readily available for immediate and future use
- **Digital Strategy:** Assist with evaluating content performance and adapting approaches throughout the event based on audience response and engagement

Media credentials will provide access to designated media and behind-the-scenes areas of the event, creating opportunities to document K3DE from unique perspectives while adhering to all applicable event and competition access requirements.

Additional Marketing Experience

While the primary focus of this internship is visual content and digital media, the intern will work closely with the broader EEI marketing team and may be pulled into responsibilities associated with the Marketing Internship based on their interests, availability, and the needs of the event.

This may include opportunities to gain experience with media relations, sponsor activation, event communications, fan engagement, app content, marketing logistics, and other areas of event marketing.

Qualifications & Skills

- Currently enrolled in or recently graduated from a marketing, communications, digital media, photography, videography, graphic design, journalism, advertising, public relations, or related program
- Strong interest in visual storytelling, social media, digital marketing, or content creation
- Experience capturing quality photo and video content using a camera and/or mobile device
- Familiarity with social media platforms including Instagram, Facebook, TikTok, YouTube, and other relevant digital channels
- Basic experience with photo and/or video editing tools
- Strong creative instincts and an ability to identify compelling stories and moments
- Understanding that effective digital content requires both creative execution and strategic thinking
- Comfortable working independently and taking initiative while collaborating as part of a larger marketing and content team
- Organized and able to manage, label, and catalog a high volume of digital assets
- Flexible and able to adapt quickly as priorities and opportunities change
- Professional and comfortable interacting with competitors, media, sponsors, volunteers, staff, fans, and other event stakeholders
- Able to work long hours in a fast-paced environment during event week
- Physically able to navigate the Kentucky Horse Park grounds extensively and work indoors and outdoors in varying weather conditions
- Passion for equestrian sport is a plus but is not required

Time Commitment & Availability

Candidates should carefully consider the required time commitment before applying.

The selected Visual Content & Digital Media Intern must be able to:

- Begin working with EEI the week of **March 29, 2027**
- Commit to a **minimum of four in-office hours per week** from March 29 through the start of event week
- Work onsite at the EEI office located at the Kentucky Horse Park
- Be fully available, onsite, and working throughout the entire Kentucky Three-Day Event, April 22–25, 2027**
- Accommodate extended hours, early mornings, evenings, and a variable schedule during event week based on content opportunities and the needs of the event

What You'll Take Away

The Visual Content & Digital Media Internship offers the opportunity to experience the complete storytelling lifecycle of a major international sporting event, from an empty venue and early preparations to the energy of live competition.

Rather than simply observing a content team at work, the intern will actively contribute to the way K3DE is presented and experienced across social and digital channels. They will gain hands-on experience developing content strategy, identifying stories, capturing and creating digital assets, responding to a live event environment, and collaborating with professional marketing and agency teams. By the conclusion of the internship, the goal is for the intern to leave with a meaningful portfolio of real-world visual and digital work, along with a stronger understanding of how creative content and digital strategy work together to build excitement, engage audiences, and tell the story of a world-class sporting event.

To Apply

Interested candidates should visit kentuckythreedayevent.com/careers and complete the submission form under “**Visual Content & Digital Media.**”

