DESERT INTERNATIONAL HORSE PARK

Social Media Manager & Content Creator

Desert International Horse Park | Full-Time | Thermal, California

Position Overview

Desert International Horse Park, one of North America's premier equestrian competition venues, is seeking a creative, driven and organized Social Media Content Creator to join its marketing team to lead social media for DIHP and the organization's Major League Show Jumping team, the DIHP Roadrunners.

This position will play an integral role in telling the story of Desert International Horse Park and the DIHP Roadrunners through compelling photography and creative social media content. The ideal candidate will have a strong background in photography, with an eye for composition and visual storytelling with the ability to consistently capture high-quality imagery in dynamic, fast-paced environments. Candidates should also have an in-depth understanding of social media platforms and trends.

This is a full-time position with an exciting seasonal structure, covering both DIHP competition events and DIHP Roadrunners on the MLSJ tour. During the annual DIHP competition season, roughly late October to early April, the Social Media Content Creator will work primarily on-site at DIHP in Thermal, California. They'll capture competition imagery, behind-the-scenes moments, sponsor activations, and the overall show experience. Throughout the MLSJ season, they'll also lead content for DIHP Roadrunners at home and on the road, traveling to select tour events. Evening and weekend work is expected, since show days run on the competition schedule.

The Social Media Content Creator will work closely with the Marketing Director to shape strategy and develop all social media campaigns.

Key Responsibilities

Photography and Videography

- Capture high-quality photo content throughout the DIHP season, including competition highlights, behind-the-scenes coverage, sponsor activations, vendors, amenities, special events and more.
- Edit, tag and organize an accessible and searchable library of photography assets for ongoing social media and general marketing use.
- Ensure all content reflects the DIHP brand identity, visual standards and overall marketing objectives.
- Capture dedicated photo and video content featuring DIHP Roadrunners team members, horses and team activities, both at DIHP and at other MLSJ competitions as applicable.

- Shoot and edit reels and other social-first video content that showcases the DIHP Roadrunners.

Social Media Execution

- Manage the day-to-day execution of DIHP's social media presence across Instagram, Facebook, TikTok and LinkedIn.
- Manage the DIHP Roadrunners Instagram account, developing and executing on a dedicated content strategy that showcases the team's participation in the MLSJ tour.
- Develop and maintain a comprehensive social media content calendar in close coordination with the Marketing Manager.
- Write engaging, on-brand captions and develop creative concepts for social media posts, stories, reels and campaigns.
- Schedule and publish content consistently, ensuring timely coverage of important competition results, announcements, events and marketing initiatives.
- Stay current on social media trends, platform updates, emerging formats and best practices, identifying opportunities to incorporate relevant trends into DIHP's content strategy.
- Monitor social media channels and engage with followers and community member.
- Collaborate with other departments to identify upcoming events, initiatives, announcements and opportunities for content.
- Coordinate content coverage around the MLSJ competition schedule, ensuring timely promotion and coverage of upcoming events, live competition, team performances and results. As applicable, this will include travel to MLSJ events to provide photo and video coverage.

Sponsor and Partner Deliverables Management

- Work closely with the Marketing Manager to track and fulfill social media deliverables outlined in DIHP's sponsorship agreements.
- Maintain an organized tracking system of sponsor social media obligations (currently utilizing Monday.com).
- Coordinate with the sponsorship team to understand contractual deliverables, sponsor priorities and upcoming promotional commitments.
- Ensure sponsors are properly tagged, credited and represented in all applicable social media content.
- Proactively identify opportunities to provide additional value and visibility to sponsors through creative social media content.

Qualifications

Required

- 2+ years creating and managing social media content for a brand, event, individual, sports team or agency.
- A portfolio showing strong photography experience.
- Proficiency with both a professional camera system and cell phone content gathering.
- Working knowledge of Instagram, Facebook, TikTok and LinkedIn, including scheduling tools and native analytics.
- Strong organizational skills with the ability to track many deliverables and meet same-day deadlines.
- Ability to relocate to the Greater Palm Springs region for the full DIHP show season, with additional travel to MLSJ events also required.

- Valid driver's license and the ability to work long days and weekends during the season.

Preferred

- Equestrian background or familiarity with hunter/jumper competition.
- Experience with live sports or event coverage.
- Experience with Canva and Adobe Creative Suite.

Compensation and Benefits

Salary: $65,000–$80,000 per year, based on experience
Benefits: health insurance and travel expense reimbursement

To apply: Email info@deserthorsepark.com with "Social Media Content Creator" included in the subject line. Include your resume and a link to your photography portfolio or a social media account showcasing your photography work.