

Job Title	Related Education	Salary	Description
Equine Public Relations	<ul style="list-style-type: none"> ▪ Marketing ▪ Journalism ▪ Public Relations 	\$37,719-\$48,524*	Many large equestrian venues as well as riding professionals rely on public relations to assist in advertising and promoting their services. Keep in mind that a large equestrian community like in parts of Florida during the WEF demands a service like this versus a less commercial town. Duties can including covering shows, photography, writing press releases and other marketing material.
Equine Massage Therapist	<ul style="list-style-type: none"> ▪ Certificate or other registered massage course 	Ranges from \$50-\$100/hr +	Holistic therapy has become increasingly popular, with an emphasis on equine massage. Many owners are turning to non-traditional forms of treatment for horses that have mild to moderate lamenesses. Duties include locating and identifying problem areas and manipulating the muscles of the equine body. EMT's tend to be self-employed, so be prepared to put in the extra effort in developing a client base.
Sport Photographer	<ul style="list-style-type: none"> ▪ Knowledge of photography 	\$41,814-\$61,079*	There are many ways to make money in equine photography. This can include attending equine events, doing photo shoots for personal or professional use and selling pictures to magazines or other equestrian publications for print or digital media. Many equine photographers are also self-employed, which can mean long hours and your own processing lab to save on printing costs.
Retail Manager	<ul style="list-style-type: none"> ▪ Business management and retail ▪ Marketing 	\$41,560-\$55,158*	Managing a tack or horse-related business is an intermediate step between the office and barn. This involves managing the store daily, taking inventory, training sales staff, book-keeping and other duties. Perks include discounts on products (if you've budgeted for it!) as well as standard work hours.
Web Developer	<ul style="list-style-type: none"> ▪ Web design 	\$53,064-\$70,279*	If you have the technical know-how and enjoy an office environment, creating equine websites for personal or professional use might be a good fit. There is the option of a freelancer or working with an equestrian organization to design and create various websites. Duties include maintaining and providing ongoing design of the website, promos and ad banners and updating seasonal content.

**Median salary as reported by job title on Salary.com in USD*