



# KENTUCKY'S EQUINE INDUSTRY Administration Pathway

## PROFESSIONAL SERVICES

### Equine Lawyer

Average Annual Earnings: \$60-100k  
 Work Experience Required: 5+ yrs  
 On-the-Job Training: Long-term  
 Minimum Education Required: Juris Doctor degree

### Accountant

Average Annual Earnings: \$65-85k  
 Work Experience Required: 1-3 yrs  
 On-the-Job Training: Moderate-term  
 Minimum Education Required: bachelor's degree

### Insurance Agent

Average Annual Earnings: \$45-55k  
 Work Experience Required: 3-5 yrs  
 On-the-Job Training: Moderate-term  
 Minimum Education Required: bachelor's degree

### Photographer

Average Annual Earnings: \$35k-\$50k  
 Work Experience Required: less than 1 yr, 5+ yrs for more-prestigious events  
 On-the-Job Training: Long-term  
 Minimum Education Required: High school diploma/ or GED, with experience in journalism or photography

### Videographer

Average Annual Earnings: \$125 per day plus sales of DVD, may also charge per horse  
 Work Experience Required: less than 1 year, 5+ years for more prestigious events  
 On-the-Job Training: long-term  
 Minimum Education Required: High school diploma or GED with computer programming or graphic arts experience

\* Experience represents training in the general field of study, not necessarily equine specific

## OFFICE

### Office Manager

Average Annual Earnings: \$45-60k  
 Work Experience Required: 3-5 yrs  
 On-the-Job Training: Moderate-term  
 Minimum Education Required: High school diploma or GED, associate's degree preferred

### Financials and Billing

Average Annual Earnings: \$35-45k  
 Work Experience Required: 3-5 yrs  
 On-the-Job Training: Moderate-term  
 Minimum Education Required: High school diploma, associate's degree preferred

### Receptionist

Average Hourly Earnings: \$15-17  
 Work Experience Required: 1+ yrs  
 On-the-Job Training: Short-term  
 Minimum Education Required: High school diploma or GED

### Social Media Manager

Average Hourly Earnings: \$14-18, may also be paid per client or account  
 Work Experience Required: < 1 yr  
 On-the-Job Training: Short-term  
 Minimum Education Required: associate's degree, bachelor's degree preferred

## INDUSTRY MANAGEMENT

### Breed Association Manager

Average Annual Earnings: \$55-90k  
 Work Experience Required: 5+ yrs  
 On-the-Job Training: Moderate-term  
 Minimum Education Required: Bachelor's degree w/ previous management experience

### Equine Organization Manager

Average Annual Earnings: \$45-65k  
 Work Experience Required: 1-3 yrs  
 On-the-Job Training: Moderate-term  
 Minimum Education Required: Bachelor's degree

### Show Manager

Average Annual Earnings: \$1,000/day - \$130k/yr (dependant on size and accreditation of show)  
 Work Experience Required: 5+ yrs  
 On-the-Job Training: Moderate-term  
 Minimum Education Required: High school diploma or GED with business management experience  
 Licensure/accreditation required: may require certification depending on breed or association

Higher-Skilled

Higher-Skilled

Middle-Skilled

Entry-Level

Higher-Skilled

\* On-the-job training: Short-term = brief onboarding requirements. Moderate-term = procedural experiences over time. Long-term = ongoing educational requirements.

