



Career Opportunity Description

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| Position: | Marketing Coordinator |
| Date: | May 26, 2022 |
| Location: | Oklahoma City, Oklahoma |
| Reports To: | Director of Marketing Sara Honegger |
| Organizational Unit: | Marketing & Communications |
| Pay Grade: | TBD |
| Hours per Week: | Full time: 40 Hours |
| Shift/Hours/Days: | 8am – 5pm / Monday through Friday, Some Weekends and Holidays |
| Position Start Date: | Immediate |
| Benefits Include: | Health, Dental & Vision Insurance, Simple IRA, Paid Holidays & Time Off |

Job Description:

This full-time position is primarily responsible for managing programs, activities, and communications within the Marketing & Communications Department that directly support the Association. Administrative duties are also a main function of this position.

Education & Experience:

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| Education: | College Degree Preferred |
| Experience: | 1-2 years minimum |
| Qualifications: | <ul style="list-style-type: none"> • Strong customer service orientation, interpersonal and communication, both verbal and written, skills are crucial. • Must be efficient in Microsoft Office and Adobe Creative Suite. • Ability and desire to learn new software, programs, and activities. • Knowledge and interest of the Equine industry and events strongly preferred. • Photography skills beneficial, but not required. • Strong multi-tasking and ability to organize workload are essential. • Can thrive in a fast-paced environment with the ability to prioritize tasks with limited oversight. • Some travel is possible. |



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| | <ul style="list-style-type: none">• Frequently moves promotional materials, supplies and awards to organize, prepare for mail, load for events, etc. not to exceed 50 pounds.• The person in this position needs to often move about the office to access file cabinets, office machinery, prepare items for mailing, etc. |
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Major Responsibilities:

- Assist in proofreading the monthly NRHA *Reiner* magazine and any other special publications as needed.
- Manage promotional orders: As needed provide gifts, merchandise, brochures, handbooks, pattern book requests, and mass mailings for all departments.
- Manage tradeshow booth presence to promote NRHA's brand while providing service to current and prospective members.
- Develop communication pieces for the Association, including press releases, emails, promotional pieces, etc.
- Regularly review NRHA websites to ensure content is up-to-date and provide support as needed.
- Support media promotions including providing and/or developing additional content/graphic/video design pieces as needed. This includes design, photography and story development responsibilities to develop programs and NRHA Futurity and NRHA Derby draw sheets.
- Manage Association Alliances and fulfilling contracts with alliance partners to drive healthy industry relations and support within the horse industry.
- Assist with event storage and marketing inventory.
- Collaborate with the Director of Marketing to develop and implement a strategic marketing plan.
- With Director of Marketing, assist with media relations (aside from events) including supplying photos, content, statistics, etc. for coverage of the sport.
- Committee Staff Liaison activities as assigned by direct supervisor.
- Administrative tasks that support the Director of Marketing and department as dictated.
- Other duties as assigned by the NRHA upper management team.

Interested candidates should fill out an employment application, provide a resume and work samples to shonegger@nrha.com.