



4083 Iron Works Parkway  
Lexington, KY 40511  
859-259-2742 | Fax: 859-259-1628

## MARKETING & COMMUNICATIONS MANAGER JOB DESCRIPTION

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Position Title:	Marketing & Communications Manager
FLSA Status:	Exempt
TYPE OF POSITION:	FULL-TIME
Department:	Marketing
Reports To:	Executive Director
Direct Reports:	N/A
Location:	Must Reside in Lexington Kentucky Area and work in the headquarter office.

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**SUMMARY:** The Marketing & Communications Manager manages the day to day marketing activities of the American Saddlebred Horse Association creating long term strategies encompassing all social & print media and on line interactions with customers. Position includes the production of content and sales advertising for the *Journal of the American Saddlebred*; E-News, *Daily Results*, and the ASHA website. This position also creates and manages fundraising events and special promotion activities.

### **ESSENTIAL FUNCTIONS OF THE JOB**

- Serves as liaison to the ASHA Marketing, Publications, and Young Persons Committees, ASHA/ASR Standards and Rules Committee, and Riding Lesson Council. Creates a Marketing Plan incorporating key strategies and works to execute all marketing activities approved by the Executive Director and Board resulting in increases in memberships and member satisfaction.
- Serves as the primary ASHA media and marketing contact, coordinates ASHA promotional booths at industry trade fairs and horse shows.
- Drafts press releases, manages social media/blogs, and assembles/drafts articles for various ASHA publications.
- Solicits advertising in the *Journal of the American Saddlebred* and online media. Responsible for invoicing for publication and media sales.
- Solicits and reviews photographs/editorial copy/video and other media for advertising and editorial usage; assists in editorial and production process for all publications; maintains archival photos, articles





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and other media (DVDs, YouTube etc.); develops production timelines and content calendar among all platforms.

- Assists with coordination of ASHA activities at major horseshows, co-promotions and media events.
- Creates and coordinates all media aspects of the ASHA Annual Conference. Assists with development of corporate fundraising programs.
- Coordinates special event activities in conjunction with staff, such as Kentucky Horse Park Kids' Barn, UPHA Meet the Stars of the Show Backstage booth at the WCHS, special events coordinated with the ASHA Young Adult Committee (i.e. trail rides, social events, annual party at Lexington Junior League Horse Show, and more).
- Sends 501c3 letters to donors and distributes requested ASHA promotional materials to schools, 4-H, individuals, etc.
- Promotes and sells tickets for the ASHA Stallion Sweeps Program.

#### **OTHER DUTIES AND RESPONSIBILITIES OF THE JOB**

- Performs related duties as assigned/required.

#### **SKILLS AND ABILITIES**

- Strong analytical and project management skills
- Confident and dynamic personality
- Strong Creative Outlook
- Previous experience managing social media platforms and website content, design and functionality.
- Previous experience creating and executing marketing plans with strong measurable results.
- Communicates effectively (oral and written) demonstrating active listening and public speaking skill in small and large meetings.
- Demonstrates ability to work effectively with staff, vendors, committees/board, and customers/members of the association. Conducts oneself in a professional manner at all times.

#### **EXPERIENCE & EDUCATION REQUIREMENTS**

- Bachelor's Degree in Marketing with relevant coursework required.
- 5+years working in a similar position
- Knowledge and experience of/in the Equine Industry
- American Saddlebred experience/exposure a plus.

