

# Marketing Manager

## American Morgan Horse Association

**JOB TITLE:** Marketing Manager

**DEPARTMENT:** Membership

**SUPERVISOR:** Executive Director

The American Morgan Horse Association, Inc. exists to preserve, promote, and perpetuate the Morgan horse. Founded in 1909, the Morgan Horse Club (as it was then called) was formed to support the Morgan breed. The club evolved and in 1971 underwent a reorganization being renamed the American Morgan Horse Association to better reflect its increasing responsibilities.

### GENERAL JOB DESCRIPTION

The AMHA Marketing Manager coordinates all Marketing and Communications endeavors and is responsible for the professional, consistent, timely execution of AMHA's marketing strategies and formal branding. This position will also serve as Marketing Coordinator of the Grand National & World Championship Morgan Horse Show and the AMHA Staff Liaison to the National Museum of the Morgan Horse.

### MAJOR DUTIES AND RESPONSIBILITIES

This is a newly created position with AMHA. Duties may be expanded, eliminated or amended as the position develops based on the skills of the employee and the needs of the Association. Employee must be willing and able to adapt to changes easily.

#### Communications

- Development of Press Releases and News Articles
- Weekly Membership Global E-mail using Constant Contact as well as special blasts
- Manage other electronic communications with members
- Creation of quarterly newsletter (The Network)
- Content of Membership Renewals/Membership Cards/All Membership communications
- Assist with the Annual Report and Meeting Materials
- Projects as assigned by Executive Director

#### Social Media

- Coordinate and Direct all Social Media content and maintain posting schedules
- Increase and maintain Social Media outlets including Facebook, Instagram, TikTok, YouTube, Twitter, Blogs, Etc.

#### Website

- Content Management
- Updating information
- Posting News Releases

#### Marketing & Branding

- Manages overall branding of print materials
- Maintains promotional materials and updates accordingly
- Update of all AMHA materials and resources
- Proofs materials as needed
- Manages special advertising projects such as Horse Illustrated, Etc.
- Oversees video projects and any other special marketing projects

- Annual Calendar/Planner
- Maintain Spreadsheet of Trademarks and Due Dates; Assist ED with renewal process

#### Corporate Sponsorship Fulfillment

- Coordinate Corporate Sponsorship Fulfillment (advertisements/social media posts/etc.)
- Other responsibilities associated with Corporate Sponsors as assigned by ED

#### Awards Committee Staff Liaison

- Direct and oversee Annual Awards including assisting Committee Chair and ED
- Organizing of surveys, nomination process and coordination of results
- Maintain Meeting Minutes for Awards Committee
- Responsible for the ordering of annual awards
- Notification to recipients and collection of information and photos for presentations
- Organization of award presentations and speeches (possible in-house video production)
- Post-Convention duties to include posting videos to website, working with TMH staff on providing content as requested for magazine, working with Office manager to ship awards not presented live, Etc.

#### National Museum of the Morgan Horse (NMMH) Staff Liaison

- Serve as staff liaison to the Museum Committee
- Serve as staff liaison between Pineland Equestrian Center and AMHA
- Maintain passwords and software subscriptions for NMMH
- Coordinate promotional materials for NMMH
- Receive and direct research requests
- Merchandise/Inventory at NMMH/Pineland Farm
- Organize annual fundraiser at MGN Horse Show, Bucket Silent Auction Event
- Oversee needs of NMMH Exhibit in coordination with Equestrian Center Manager

#### Marketing Committee Staff Liaison

- Serve as staff liaison to the Customer Service, Marketing & Corporate Sponsorship Committee including assisting Committee Chair or Co-chairs
- Send out doodle polls, meeting notices and materials and maintain timely minutes
- Assist and coordinate committee projects

#### Grand National & World Championship Morgan Horse Show Marketing Coordinator

- Duties currently under development but will include (but not limited to) social media posting, press releases, website posting/updates, assistance with ads, banners, promotions and any other needs deemed necessary or assigned by Executive Director in consultation with the GN Committee Chair
- Attendance at the National Championship to execute marketing/promotional endeavors

#### Internal Office Liaison for Publications and Graphic Design

- Coordinates with Publications/Design Team on AMHA projects such as updating internal forms/documents, Newsletters, AMHA ads for The Morgan Horse Magazine, outside ad campaigns and any other projects as assigned by the Executive Director
- Responsible for scanning historical pages from library for use by magazine team and/or members

### MINOR DUTIES AND RESPONSIBILITIES

## Administrative/General Support

- Assist with phone, e-mail inquiries and needs from Membership, Co-Workers, Etc.
- Process memberships/subscriptions as needed
- General Organizing including Scanning/Filing/Copying/Etc.
- Other projects/work as assigned by the Executive

## QUALIFICATIONS FOR THE JOB

### *Education:*

Associate's Degree or higher preferred in Marketing, Communications, English, Equestrian Science or similar nature.

### *Experience:*

Preference will be given to those candidates that:

- Have experience with specific job duties listed
- Have equestrian knowledge (preferably Morgan industry)
- Can demonstrate skillful writing and communication skills
- Have strong familiarity with social media platforms
- Have ability to find solutions and produce high quality results in a timely manner
- Willing to work onsite at AMHA office located in Lexington, Kentucky

### *Other:*

Ability to be flexible with tasks with willingness to adjust accordingly to quickly changing priorities as deemed necessary by the Executive Director.

## KEY COMPETENCIES

Intermediate to Advanced Computer Skills (Microsoft Office, Outlook, G-Mail, Etc.)

Exceptional Writing and Proofing Abilities

Commitment to Accuracy and Verification (fact checking)

Ability to Self Manage and Report Progress

Excellent Verbal Communication Skills

Willingness to Grow, Learn and "Figure Stuff Out"

## PHYSICAL REQUIREMENTS

Ability to sit, type, stand and lift up to 25 pounds from time to time as required. Some travel, evening and weekend hours required.

**Signature Approved By:**

Carrie J. Mortensen, Executive Director

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**Date Approved:**

2-24-22

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**Date Last Reviewed:**

2-24-22

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**Last Reviewed By:**

2-24-22

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