

# Programs Coordinator

## The American Morgan Horse Association, Inc.

**JOB TITLE:** Programs Coordinator  
**DEPARTMENT:** Programs  
**SUPERVISOR:** Programs Manager; 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

Administration and support of the many AMHA Programs with focus in the areas of Communications, Promotions, and Marketing.

### MAJOR DUTIES AND RESPONSIBILITIES

Support of all AMHA Programs as assigned or delegated by the AMHA Programs Manager &/or Executive Director specifically including but not limited to:

- Communications  
(Press releases; News Articles; Weekly Global E-mail Blasts; Company Newsletter, Annual Report and Meeting Materials)
- Social Media  
(Coordinate, post, maintain calendars)
- Marketing/Branding  
(Creation, proofing, management of print materials; Special advertising campaigns; Annual Calendar sales/production; Coordination with Publications/Design Team with internal forms, stock ads, and special assignments; Scanning historical pages/photos and other needs from the library archives)
- Corporate Sponsorship Fulfillment  
(Advertisements; Social Media Posts; Etc.)
- AMHA Clubs  
(Liaison to AMHA Clubs; Processing applications; Promotion of Club endeavors; Annual Club Awards)
- Special Events and Promotions - Travel may be required.  
(Annual Meeting/Convention; Equine Affaire; BreyerFest, Grand National Horse Show, Etc.)
- Serve as staff liaison to assigned committees  
(Marketing; Museum, Etc.)
- Assistance with other programs as needed working closely with the Programs Manager and other Programs staff on any of the many AMHA programs such as My Morgan and Me, Youth Programs, Champion Title Program, Website Postings/Management, High Point Awards, Open Competition, Distance Championship, as well as new programs.

### MINOR DUTIES AND RESPONSIBILITIES

- Answering a high volume of phone calls and assisting members, directing calls and taking messages when necessary on a daily basis
- Process forms such as memberships, subscriptions and other program submissions
- Enter show results when necessary (data entry)
- Assist with any and ALL aspects of the many different AMHA programs including but not limited to processing, research, copying, filing, scanning, organizing, preparing materials and any duties deemed necessary with a willingness to support where needed

## QUALIFICATIONS FOR THE JOB

### *Education:*

Minimum: High School Graduate or GED  
Preferred: Associate or Bachelor's Degree  
Degree Preference: Marketing, Business, Equestrian Science or Similar

### *Experience:*

Preference will be given to those candidates that:

- Have proven successful prior experience with specific job duties listed
- Have equestrian knowledge
- Easily learn new duties and custom software
- Communicate professionally and efficiently with co-workers and members
- Possess strong writing and proofreading skills
- Perform accurate data entry
- Maintain proper phone etiquette
- Are able to find solutions and produce high quality results in a timely manner
- Maintain a positive outlook during times of stress/deadlines/etc.
- Are willing to work onsite at the AMHA office located in Lexington, KY at the Kentucky Horse Park
- Believe in and support the AMHA Mission and have a desire to be part of the team

### *Other:*

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

## KEY COMPETENCIES

Accurate Typing and Data Entry Skills

Proofreading Abilities

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

General Office Machine Usage (Copier, Scanner, Mail Meter, Folding Machine, Etc.)

Extremely Detailed Oriented with Strong Organizational Skills

Creative Problem Solving and Ability to Multi-task and Pivot

## PHYSICAL REQUIREMENTS

Ability to:

Sit for long periods;

Stand when needed;

Majority of time spent on computer;

Lift up to 50 pounds from time to time as required;

Some travel for special events.

**Signature Approved By:**

*Carrie J. Mortensen*

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**Date Approved:**

9-7-23

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**Date Last Reviewed:**

9-7-23

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**Last Reviewed By:**

*Carrie J. Mortensen*

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