

Position Title	Marketing Coordinator
Function	Marketing/Promotion/Public Relations
Salary	\$35,000 Starting Pay Depending on Qualifications
Deadline for all Applicants	November 10, 2021
Legal Entity	Tennessee Walking Horse Breeder's & Exhibitors Association
Posting Description	TWHBEA, headquartered in Lewisburg, Tenn., is the oldest and most prestigious organization devoted to the promotion and protection of the breed. Founded in 1935, the breed registry was established to record the pedigrees of the Tennessee Walking Horse. Its goal is to maintain the purity of the breed, to promote greater awareness of the Tennessee Walking Horse and its qualities, to encourage expansion of the breed and to help assure its general welfare.

Job Summary

Full time Marketing Coordinator duties to include the following:

Marketing

- Email blasts
- Social Media
- Ad production/management for special publications
- Digital Marketing campaigns
- Industry communication
- Create, design and order all swag and promotional items
- Send all breed promotional information all requesting parties
- Write announcer script

Website

- Update all page information on website
- Add events to Calendar on website
- Manage giftshop on website

Giftshop

- Design/Coordinate design efforts for branded material
- Order all branded material through multiple suppliers
- Input all merchandise into sales management software
- Inventory tracking of all merchandise

- Track all sales made online, in house, or at remote locations
- Manage all money for incoming sales
- Report sales and inventory balances to accounting
- Set up merchandise at all events

Auditorium Management

- Coordinate all rental communication
- Retrieve all rental money and information
- Conduct all rental contracts
- Report all money and information to accounting
- Manage rental calendar

Minimum Qualifications

Experience: Background in Marketing/social media is required. Prior experience in equine or other agricultural industry is a plus.

Computer Skills: Knowledge of Microsoft Office & Adobe

Travel: Occasional day travel and overnight travel may be required.