

**APPALOOSA HORSE CLUB
DIRECTOR OF MARKETING & PUBLIC RELATIONS**

Position Summary

The Director is responsible for development and implementation of a domestic and international marketing plan, coordinating ApHC branding efforts including advertising, media relations, member communications, membership value and sponsor relations.

The Director is responsible for providing creative leadership and management of ApHC efforts to identify and cultivate new markets for Appaloosa horses, to attract new members, to develop and solidify relationships with sponsors, to gain third-party endorsements and to use appropriate promotional opportunities for the advancement of the breed and ApHC members.

Major Duties & Responsibilities

- Develop and execute an annual ApHC strategic plan for marketing, advertising and public relations;
- Coordinate trade and consumer media relations for the purpose of promoting ApHC programs;
- Work as part of the “Web Team” to ensure timely and appropriate website and social media content;
- Promotion/marketing of the ApHC National, World and Youth Shows, World Sale, ApHC-sponsored trail rides, ApHC racing and other major activities;
- Manage the trade shows at National and World; vendor relations;
- Manage ApHC communications with internal and external audiences;
- Serve as a liaison with ApHC Marketing Committee
- Sponsorship development and servicing;
- Coordinate Stallion Service Auction; maintain records relating to World Show Incentive Classes;

Working Relationships

Interacts with all other ApHC departments to develop advertising and promotional materials, communications strategies and special events; with members to keep abreast of industry trends; with trade publications to arrange media coverage; and with Staff Leadership Team to ensure coordination and effectiveness of ApHC programs.

Minimum Work Requirements

The position requires a working knowledge of the equine industry, marketing methodologies, public relations, promotion, advertising and event planning; the ability to evaluate and generate promotional concepts; strong computer skills; editing and writing, planning, project management, communication and negotiation. Sales or sponsorship development experience a plus.

Dimensions

Supervises the Marketing “Department;” reports directly to the CEO while working in concert with Staff Leadership Team.

Submit letter of interest and resume to staylor@appaloosa.com