

JOB DESCRIPTION

POSITION TITLE: Marketing and Communications/Instruction Services Coordinator

FUNCTION: Provides administrative support to Marketing and Communications, and Instruction Departments.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:

- Excellent written and oral communication skills.
- Ability to demonstrate sound judgment and diplomacy in dealing with people and situations.
- Accurate and attentive to detail.
- Able to work under pressure and meet deadlines.
- Able to maintain a high degree of confidentiality.
- Must be proficient in Adobe Creative Cloud Suite, Microsoft Office, social media platforms, e-commerce, email marketing programs, and basic web design and editing skills using HTML. Basic retail and sales skills, and layout design.
- Must be skillful with onsite sales using a point of sale system.
- College Graduate or High School equivalent plus experience.
- Position requires periodic travel, evening, and weekend hours.
- Must work as a team member with all staff and volunteer leadership.
- Preference given to applicants with sales/retail experience and web store design and management skills.

OFFICE ADMINISTRATOR: Assists a variety of departments with various activities to include:

RETAIL

- Management of the online store front, www.shopponyclub.org:
 - Adds and updates products based on inventory
 - Sales promotions
 - Customer service specialist.
 - Maintains storefront.
 - Deals directly with distributor.
- Traveling to Annual Meeting and Championships/Festival to manage store on-site.
- Aids in reconciliation of off-site events.
- Provides monthly feedback on sales and revenue to the Marketing Director and the Finance Director.

MARKETING

- Aids both the Marketing Director and Marketing Coordinator with various public relations projects.
- Maintains and monitors social media sites while working with other departments to curate and schedule social media content
- Updates and creates website content to reflect current Pony Club activities, regulations, and educational standards.
- Content production
- Mass Email production and distribution
- Processes requests for materials for USPC promotional materials

- Other duties as assigned by the Marketing Director.

ADMINISTRATIVE

- Manages phone calls regarding customer service issues.
- Provides assistance to Marketing and Communications and Instruction for the traveling educational display.
- Other duties as assigned by Directors.

INSTRUCTION

- Testing and Horse Management support – evaluation input as needed
- Manage educational articles for Pony Club microsite- Pony Club IQ
- Assist in developing USPC educational curriculum, syllabi, and packaged lesson plans
- Development of and management of online educational resources.
- Creates tests annually for IEA

RELATIONSHIPS: Reports to the Marketing and Communications Director and/or Instruction Services Director. Works closely with Jan Whitehouse at Accuprint for Shop Pony Club. Must work as a team member with all staff and volunteer leadership.

Please send resume, cover letter and references to mainoffice@ponyclub.org.