

**Overview:**

The position of AAEP Marketing Coordinator is responsible for supporting the efforts of the communications team to conduct marketing campaigns which support the AAEP's strategic objectives, including the retention of veterinarians in the profession, continuing education opportunities and events, and protecting the health and welfare of the horse.

**HOW TO APPLY:**

Please submit your resume, cover letter, and a portfolio of sample works relevant to this position to Giulia Garcia at [ggarcia@aaep.org](mailto:ggarcia@aaep.org).

**Primary duties include:**

- Work with the Marketing & Communications Manager to expand the AAEP's brand through social media, including analyzing key success metrics for each of the AAEP's social media platforms and engaging with followers through these platforms to answer questions, resolve issues and build relationships.
- Create written marketing content for the AAEP's printed and digital communication pieces, including the Equine Veterinary Education journal and the Spur of the Moment news bulletin.
- Collaborate with Communications team members to develop marketing campaigns for key association events like the AAEP Annual Convention and membership recruitment and retention initiatives.
- Maintain digital files and obtain images, video, and member stories which support AAEP marketing objectives.
- Interact with internal clients to understand their goals and desired deliverables.
- Stay abreast of new social media and email trends and identify areas of opportunity.

**Requirements:**

- Bachelor's degree in marketing, communications, or related field.
- At least 2 years of experience in marketing or communication preferred.
- Demonstrated social media proficiency and knowledge of best practices.
- Excellent communication skills (both verbal and written).
- Experience in the veterinary or equine industries is desired but not required.

**Salary:**

\$42,000-\$47,000 based on experience.

**What we offer:**

- Competitive salary and benefits.
- Health insurance.
- Retirement savings plan with employer matching.
- Opportunity to work limited weekly hybrid schedule.
- Paid volunteering.