



Position Title: Assistant Business Manager

Position Summary: This position will assist with business management related to Double Dan Horsemanship, the International Liberty Horse Association, and Equine Career Coach.

Position Duties:

- Customer Service
 - Email responses
 - Social media responses
 - Answer phone calls
 - Scheduling horses in training/events/clinics
 - Create automated email sequences
- Social Media
 - Post engagement & interaction
 - Post design, creation & scheduling
 - Monitor engagement analytics
- ILHA Show management
 - Managing show registration
 - Scheduling & paying judges
 - Project management as needed (Directory, magazine, etc.)
- Website Management
 - Update websites
 - Monitor websites for functionality
- Memberships
 - Membership support
 - Subscription/card processing
 - Newsletter content creation & distribution
 - Article writing & story solicitation
- Marketing
 - Assist in setting up & monitoring marketing campaigns
 - Conduct competitive analysis & market research
 - Assist building ad campaigns and funnels
 - Soliciting new & managing existing sponsorship accounts
- Photography
 - Basic photography & photo editing

Position Duties (continued):

- Accounting
 - Accounts receivable
 - Client invoice & payment monitoring
 - Compile monthly reports
 - Monthly receipt reconciling
 - Updating excel databases
 - Square inventory & invoicing
- Product
 - Order fulfillment
 - Booth setup & sales
 - Product inventory management
 - New product design & research
- Other duties as assigned

Required skills (ideal applicant must possess all of these):

1. Exceptional customer service skills both written & verbal
2. Strong communication skills
3. Experience in the horse industry
4. Strong motivation to learn
5. Ability to troubleshoot
6. Able to work both independently & as a team

Preferred skills (ideal applicant may possess one of more of these):

1. Knowledge of DDH & Liberty horsemanship
2. Strong and current marketing experience
3. Experience with Infusionsoft, Click Funnels, Final-cut Pro, and/or Kajabi
4. Strong writing skills

Compensation

- Two compensation packages available - either a competitive salary with on-site housing or hourly wage with project commissions
- Professional development allowance
- Excellent environment to learn and develop valuable business skills

Benefits

- ✓ Opportunity to gain business experience with an established world renowned equine company (Double Dan Horsemanship), one of the fastest growing new equine associations (International Liberty Horse Association) and an all-new business venture (Equine Career Coach)
- ✓ Opportunity to join the team at ground level and be involved in exciting upcoming projects
- ✓ Opportunity for growth in areas of business most interested in

January 7, 2022

Dear Potential Applicant,

Thank you for your interest in this position! Our three businesses - Double Dan Horsemanship (DDH), the International Liberty Horse Association (ILHA) and the all new Equine Career Coach - are all experiencing growth and with that comes the exciting opportunity to expand our team.

We are currently seeking an Assistant Business Manager. This is a permanent position on our team and with two possible compensation packages. One includes a competitive salary and on site housing the other includes an hourly wage with potential project commissions. Both packages include office space on the farm, use of DDH media equipment and the opportunity to grow with us on new projects. This is an excellent opportunity for a motivated individual with previous business experience seeking to strengthen their existing skills or for someone interested in pursuing the business side of the industry who wants to develop new ones.

We look forward to hiring someone with exceptional customer service skills, previous business experience, and the ability to work on both independently and on a team.

Please review the above position description and [complete the application HERE](#) by Sunday, January 23rd to apply.

We look forward to hearing from you.

Sincerely,

Dan & Elizabeth James