



Equine Disease Communication Center
4033 Iron Works Parkway
Lexington, Kentucky 40511
Phone: 859-233-3322
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Job Announcement Communications Manager Equine Disease Communication Center

The American Association of Equine Practitioners (AAEP) is seeking a Communications Manager for the Equine Disease Communication Center (EDCC). The EDCC works to protect horses and the horse industry from the threat of infectious diseases in North America. The communication system is designed to seek and report real-time information about disease outbreaks similar to how the Centers for Disease Control and Prevention (CDC) alerts the human population about diseases in people.

The EDCC Communications Manager will seek, receive, coordinate and communicate infectious disease information for industry consumers including horse owners, veterinarians, and state and federal animal health officials. The individual in this position is expected to have a basic understanding of horse husbandry as well as excellent communication skills. Candidates must be organized and committed to coordinating receiving, recording and the immediate transfer of information using a variety of communication systems including telephone, texting, email, Facebook, Twitter and the EDCC website <http://equinediseasecc.org/>. The individual in this position will help with documentation, message composition and reporting of information in coordination with the AAEP Infectious Disease Committee and AAEP staff.

Communications Manager Duties:

- Responds to inquiries about current equine infectious diseases and disease outbreaks
- Responds to inquiries by assembling, posting, and/or forwarding information to the EDCC website, horse owners, horse organizations, veterinarians and state and federal animal health officials
- Gathering and researching information for the EDCC website; including collaborating with AAEP members, the AAEP Infectious Disease Committee and industry stakeholders on resource tools, disease guidelines, biosecurity and EDCC presentations
- Verifying consumers understanding of information in alerts and on the website
- Documenting and keeping records of consumer inquiries and EDCC responses
- Maintains consumer confidence and protects operations by keeping information confidential
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks
- Secures information by maintaining the EDCC database
- Creates monthly and annual EDCC reports for the industry stakeholders
- Attend and represent the EDCC at stakeholder meetings as needed
- Contributes to team effort by completing related tasks as needed
- Develops and executes the EDCC organizations marketing plan
- Oversees all print and digital marketing and development efforts
- Documents and supports all fundraising efforts
- Manages and develops content for website
- Some after hours and weekend coverage required

Equine Disease Communication Center
<http://equinedisesasecc.org>

Required skills and qualifications:

- Excellent communication skills
 - Telephone
 - Writing composition
 - Interoffice communications
- Use of Microsoft Office
- Use of Email, Facebook, Twitter, Google forms and other Social Media Platforms
- Ability to receive and record accurate information
- Organizational skills
- Preferred BS/BA degree
- Preferred equine background

Desired capabilities:

- Experience with horses and the horse industry
- Basic knowledge of equine husbandry and diseases
- Knowledge of the horse industry organizations
- Previous experience with communication systems
- Experience with website management

Details:

This is a full-time, entry-level to 3 years of experience position funded annually by the equine industry.

This position is hybrid with at-home/remote work location options with preference for a person based in Lexington, KY, location of the main EDCC office at the AAEP's International Headquarters located at the Kentucky Horse Park in Lexington, KY.

Deadline:

To apply for the position send a cover letter, a resume and the names and contact information of three individuals who can serve as references to AAEP:

Keith Kleine
Director of Industry Relations
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Lexington, KY 40511
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