



Job Description – Executive Director

Overview

Equestrian Events, Inc. (EEI), a nonprofit organization that supports the development of equestrian sports through the staging of events at the highest level, is seeking a new Executive Director. EEI is best known for producing the annual Land Rover Kentucky Three-Day Event presented by MARS Equestrian™, the nation's premier eventing competition and one of only seven annual 5* three-day events in the world as well as the Cosequin® Lexington CSI4*-S and Kentucky CSI3* Invitational Grand Prix on the same weekend. In addition, EEI will host the United States Eventing Association (USEA) American Eventing Championships in 2023 and 2024.

EEI oversees all budgeting, competition, sponsorship sales, vendor fairs, ticket sales, hospitality, security, branding, merchandise, marketing and more for these events.

Committed to being a pillar of the equestrian community, both in Kentucky and throughout the world, EEI works in collaboration with other events and organizations throughout the year to promote and elevate equestrian sports throughout the U. S. and internationally.

Objectives of this Role

- Work closely with the board of directors and committees to assess and address issues affecting the organization.
- Strong background in budgeting and financial management.
- Oversee the daily operations of the organization providing direction for program strategies and efficiencies, compliance and quality assurance.
- Increase awareness of the organization and serve as the main spokesperson and liaison with local media.
- In cooperation with the director of competition, serve as the organization's liaison to several industry organizations and governing bodies which include:
 - United States Equestrian Federation (USEF)
 - Federation Equestrian International (FEI)
 - United States Eventing Association (USEA)
 - United States Olympic and Para Olympic Committee (USOPC) and others.
- Along with the director of marketing, work closely with VisitLex, the City of Georgetown, the Kentucky Horse Park and the Kentucky Horse Park Foundation to promote the Park, and its events, Lexington, KY and Georgetown, KY as tourism destinations.
- Ensure compliance with all national, local and industry licensing and regulatory requirements.

Responsibilities

- Oversee all aspects of planning and implementation of international equestrian competitions, as well as the ancillary events associated with each.
- Identify new areas for growth and expansion throughout the equestrian community.
- Manage a staff of 7 – 12 full and part-time staff, seasonal staff and 2,500 volunteers.
- Direct all aspects of the organization and its events including:
 - Budgeting, Financial Management & Reporting
 - Staff Development
 - Competition
 - Sponsorship acquisition and fulfillment
 - Vendor negotiations
 - Volunteer coordination
 - Hospitality
 - Marketing
 - Diversity & Inclusion
- Serve as the face of the organization and participate in external events to increase visibility, credibility, and develop strategic partnerships to further increase community awareness and expand programs through public speaking and community engagement.
- Build and maintain collaborative relationships with the organization's board, stakeholders and partners.

Required Skills and Qualifications

- Bachelor's degree (or equivalent) in business, event planning & management or similar field. Master's degree preferred (or equivalent industry experience.)
- Expertise in managing a mid-level for profit or nonprofit and large-scale events or equivalent.
- Strong financial, budgeting and management skills.
- Strong experience in public relations and marketing.
- Proven success working with a board of directors.
- Experience in leading development and sponsorship activities.
- Minimum of 7 – 10 years of experience in event management or related field.
- International equine competition knowledge preferred.
- Some travel required.

Compensation

Commensurate with experience and includes a competitive benefits package.

Applications open until June 16, 2023. All applications to be submitted online at this link - <https://www.kentuckythreedayevent.com/careers>