



**HORSE COUNTRY.**  
KENTUCKY

COMPANY	Horse Country, Inc.		
COMPANY'S ADDRESS	321 Merino Street, Lexington, KY 40508		
JOB TITLE	Lead Concierge		
SUPERVISOR	Executive Director		
DEPARTMENT	Sales & Marketing		
TYPE OF POSITION	HOURS WORKED	SUPERVISE OTHERS?	PREPARED
<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Contractor	40 hours per week	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	August 1, 2023

### ESSENTIAL JOB DUTIES & RESPONSIBILITIES

The Horse Country is seeking candidates for a Lead Concierge to serve as an enthusiastic ambassador for the area and the equine industry; knowledgeable on our members (your training involves visits to all our member locations!), and other regional attractions, dining, lodging and more; and has the ability and drive to deliver a great experience and service to guests over the phone and in email correspondence. Whether it's a request for a unique experience in Horse Country; assistance booking a visit, or recommendations, the Horse Country concierge can help – or get help. The Horse Country concierge is the steward of the brand experience during some of the most critical interactions with guests.

This position also includes daily interaction with our booking technology, AnyRoad, Customer Relationship Management (CRM) system Capsule, our merchandise software, Shopify, social media, our email marketing platform, MailChimp, and our cloud service, Google Drive – proficiency, or experience with these technologies or analogous is preferred. Support to Executive Director on administrative needs is included; this position likewise provides support to various key contacts at member locations.

Some essential tasks of this position include, but are not limited to:

- ◆ Coordinate and lead sales through Horse Country platform including handling group requests, day-to-day management of customer service, and working with marketing team to promote sales
- ◆ Actively manages and oversees group requests from outreach to follow up survey
- ◆ Develop relationships with tour operators, including regular communication and handling requests
- ◆ Leverage knowledge of ticket utilization and inventory to assist marketing team to promote sales
- ◆ Provides front line customer service at the highest level, including assisting guests over the phone and via email on FAQ style questions. Horse Country is known for its excellent service and hospitality
- ◆ Facilitate online and over the phone ticket purchases, including connecting guests to desired or recommended experience
- ◆ Coordinates and develops itineraries – or supporting a guests' developing itinerary
- ◆ Supporting our community with special requests (as needed)

- ◆ Communicate with our members to support group requests and other daily customer service
- ◆ Assist Executive Director on special projects, as needed
- ◆ Assist with events, either member, community or tourism focused as needed

## **REQUIREMENTS**

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- ◆ Positive approach in developing an understanding, high level of ownership and buy-in to the mission and vision of Horse Country
- ◆ Problem-solving skills and can-do approach
- ◆ Computer proficiency with email and internet applications required, social media familiarity a plus.
- ◆ Previous experience in sales/customer service or booking/reservation software also beneficial.
- ◆ Ability to lift, push, pull or carry up to 50 lbs.
- ◆ Valid driver's license, acceptable driving record and means of transportation.
- ◆ Self-motivated, creative, organized, detail oriented, team driven
- ◆ Willingness to learn & grow
- ◆ Some weekend or evening hours may be required

Successful candidates will demonstrate a strong work ethic and willingness to learn and embrace the mission of the organization. Candidates may be from a variety of backgrounds or with a variety of interests. Please detail any specific qualifications or areas of interest in cover letter. Equine experience is not required.

## **ABOUT HORSE COUNTRY**

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Horse Country, Inc., a 501(c)6 not-for-profit membership organization, unites horse farms, clinics, and equine attractions in a fan development initiative. The organization aims to make fans of farms, horses, and the sport through experiences at member locations. We have already garnered attention and support internationally in industry circles and press.

Horse Country's mission is to connect guests to the horse, land, and people through experiences that inspire love of the animal and Kentucky. Our vision is to create a lifelong passion for the horse and Kentucky.

*Horse Country, Inc. reserves the right to modify, interpret, or apply this job description in any way the company desires. This job description in no way implies that these are the only duties, including essential duties, to be performed by the employee occupying this position.*