

Dated 1/4/2022

JOB DESCRIPTION

POSITION TITLE: Marketing and Communications Director

FUNCTION: Serves as the department head and is responsible for marketing strategy, brand management, communications, and public relations designed to promote all programs and services within The United States Pony Clubs, Inc. Manages and supervises staff and contractors and develops Marketing and Communications Department budget and Shop Pony Club budget. Coordinates with Marketing and Communications Committee Chair and Executive Director to develop strategic plan for outreach and promotion and coordinates the marketing and communications plan to support the needs of the following Departments: Membership Service, Development, Instructional Services and Activities and Events Planning, and Shop Pony Club. Sits on the following USPC Board of Governors committees: Marketing & Communications Committee (Staff Liaison), National Youth Board (Staff Liaison), Program Administration Council, and Equine Symposium & Convention Committee.

REQUIRED KNOWLEDGE AND SKILLS: Educational background and experience in marketing, communications, journalism, public relations. Background in supporting the marketing and communications needs of a membership type organization essential, with knowledge of the horse industry and the United States Pony Club desired. Strategic market planning, brand management experience, and creativity are desired. Must be proficient in Adobe Creative Cloud Suite, Microsoft Office, social media platforms, e-commerce, email marketing programs, and basic web design and editing skills using HTML. Director must be capable of public speaking and able to professionally represent the organization. Must have strong editorial skills to assure the organization is represented in a correct and positive manner in both text and photos. Director must be computer literate, and adept in the use of social media for marketing, public relations and development purposes. 5 years marketing and communications experience required, with 2 years of supervisory. Position requires periodic travel, evening and weekend hours.

RESPONSIBILITIES:

1. Manages and supervises all marketing and communications staff and contractors.
2. Develops and oversees the overall organizational marketing and communications plans/needs, and creates and implements promotional and communications strategies to include the needs of the entire organization and shop pony club storefront and online presence. Including events, promotions, and outreach efforts.
3. Creates and manages the marketing and communications department budget, Shop Pony Club budget, and related contracts.
4. Responsible for media relations, press releases, social media, and branding and messaging.

5. Responsible for all ShopPonyClub.org online and storefront operations including day-to-day sales, promotions, products, quality control, and branding of spirit wear and educational stocked items. Balances cost of goods with sales and member benefits.
6. Website Content Management to create, review, and maintain webpages with consistent USPC look and feel while upholding standards and policies of organization. Work with all departments to improve intuitiveness, update information, and improve search engine optimization while adhering to budget and time constraints.
7. Manages the overall branding, design, and production of publications and assets (both print and electronic) that USPC produces. This includes (but not limited to): website, e-commerce site, blog, social media, digital media including podcast and videos, mailings, newsletters, magazine, event programs, handbooks and rulebooks, press releases, marketing materials and handouts, promotional materials, and various reports. Manages printing (pricing and most ordering/communications with print facilities) and distribution (through marketing and sales) of publications.
8. Responsible for Policy 9200, USPC Corporate Symbols and Products. Creates and maintains Branding Guidelines and Procedures document to support Policy 9200 for the public use of USPC branding and a more comprehensive version for leaders and internal staff use of USPC branding. Ensures all publications and media produced incorporate correct branding, intellectual property, and copyright or trademark notations when published. Maintain quality control of all branding including colors, symbols, and products.
9. Works closely with Department Directors, other staff, and appropriate committees in the design and production of educational, activity and development materials and literature. Maintains quality control to identify and correct inconsistencies and outdated information.
10. Creates and administers Marketing and Development related research instruments.
11. Designs and manages advertising plan and activities for overall organizational needs: development of rate cards and advertising solicitation materials, distribution and sales of advertising in publication, and scheduling and placement of ads.
12. Acts as staff liaison to the Marketing and Communications committee. Assists Committee Chair in the preparation of a Marketing and Communications Report for Board meetings.
13. Acts as staff liaison to the National Youth Board. Assists Committee Chair with various needs including administration of yearly applications, monthly meetings, and other initiatives the NYB would like to carry out.
14. Undertakes any additional tasks that may be assigned by the Executive Director. Regularly report progress on activities to ED and Communications Chairman.

RELATIONSHIPS: Reports to the ED. Serves as professional staff to the National Youth Board and Marketing and Communications Committee and Chairperson. Has frequent contact

with staff directors, board members, and Shop Pony Club partner. Supervises Marketing and Communications staff and contractors. Serves on Program Administration Council (PAC). Serves on Equine Symposium & Convention Committee. Communicates with representatives of other equine publications, equine industry marketing and advertising personnel, and outside vendors such as artists, photographers, typesetters, printers, and mailing services. Provides marketing assets and branding materials to Club, Center, and Region leaders.

Please send resume and cover letter to: mainoffice@ponyclub.org.