



Job Title: Digital Content Coordinator

Reports To: Managing Director of Marketing & Communications

FLSA Status: Exempt

Location: Lexington, KY

Summary: The Digital Content Coordinator is a member of the Marketing and Communications Department and is responsible for the day-to-day management, creation and execution of content across all USHJA digital channels and initiatives including but not limited to the website, press releases, social media, digital communications and digital editorial and publications.

Essential Duties and Responsibilities:

- Collaborate with cross-functional teams to gather information and develop engaging content for various digital platforms.
- Write, edit, proofread, and fact-check content for press releases, newsletters, digital publications, editorials, and social media posts.
- Ensure consistency in brand voice, style, and messaging across all digital communications.
- Assist with the development and work flow of content calendars for all USHJA social media platforms and digital communications.
- Conduct interviews, research, and gather relevant information to support content creation.
- Optimize content for SEO and incorporate appropriate keywords to enhance visibility.
- Collaborate with Marketing and Design team members to create visually appealing and user-friendly digital content.
- Stay up to date with industry trends, best practices, and emerging technologies content management, SEO, and digital communications.
- Monitor and analyze the performance of digital content using analytics tools and make recommendations for improvement.
- Assist in managing social media accounts, posting day-to-day content and engaging with the online community.
- Provide support in coordinating and executing digital marketing campaigns.
- Assist with other marketing and communications tasks and projects as needed.
- Coordinate with contractors and influencers to obtain content for digital communications channels.
- Attend events and provide digital content coverage as needed.
- Additional duties as assigned.

Desired Qualifications:

- Degree in Public Relations, Communications, Marketing, Journalism or respective field
- 1-3 years related work experience. The equivalent combination of education and experience may be considered.
- Knowledge of the equine industry, preferably the hunter/jumper disciplines.
- Exceptional written and verbal communication skills, with a strong command of grammar, spelling, and punctuation in AP Style.
- A keen eye for detail and a commitment to producing high-quality, error-free content.
- Proficiency in using content management systems (CMS) and familiarity with digital publishing tools, including HubSpot, Meltwater and HootSuite.
- Basic understanding of SEO principles and best practices.
- Familiarity with social media platforms and experience managing social media accounts for business purposes.
- Strong organizational skills and the ability to prioritize and manage multiple tasks in a fast-paced environment.
- Creative thinking and problem-solving skills.
- Positive team player with the ability to work collaboratively in a team environment.
- Proficient with Microsoft Office Suite.
- Qualified candidates should be prepared to submit a portfolio demonstrating examples of their work.

Travel: Some travel may be required. After hours and weekend work may be required for special projects and events.

Certificates, Licenses, Registrations: Must possess and maintain a valid driver's license with no restrictions.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel and talk or hear. The employee is occasionally required to stand; walk; reach with hands and arms. The employee must frequently lift and/or move up to 30 pounds. While performing the duties of this job, the employee is frequently required to travel by air or automobile. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus.

Work Environment: The noise level in the work environment is usually moderate.

To apply, please submit cover letter and resume to employment@ushja.org.