Job Title: Communications Coordinator
Reports To: Managing Director of Communications
FLSA Status: Exempt
Location: Lexington, KY – hybrid

Summary: The Communications Coordinator plays a key role in shaping and delivering USHJA communications across a variety of channels and audiences. The position helps develop creative concepts and campaigns, writes and edits compelling content, manages recurring communications, and supports digital, social media, media relations, and event coverage efforts. Working collaboratively across the organization, this role helps ensure USHJA communications are cohesive, engaging, on brand, and aligned with organizational goals.

Essential Duties and Responsibilities:

- Implement communications efforts that align with organizational communications plans across USHJA communications channels and platforms to ensure consistent messaging, brand voice, and audience engagement
- Create and manage content for USHJA communications channels, including website content, email, social media posts, articles, print and digital collateral, and press releases
- Coordinate with committees, staff, and other departments on communications goals and priorities, fostering effective cross-functional collaboration
- Develop creative concepts and content ideas to support USHJA programs, initiatives, campaigns, and organizational goals
- Measure and report on the effectiveness of communications efforts and develop recommendations based on results
- Write and manage recurring email communications, including monthly e-newsletters
- Manage and execute brand and communications campaigns across USHJA channels
- Maintain social media, content, and marketing calendars to support coordinated and timely communications

- Coordinate with contractors and event staff to obtain content for communications channels
- Write, edit, and proofread content across USHJA communications channels, ensuring accuracy, consistency, and adherence to brand voice and editorial standards
- Represent the organization at events and provide comprehensive event coverage, including photography, videography, press release writing, and other content needs
- Other related duties as may be assigned by the supervisor

Minimum 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
- Experience with marketing automation platforms, including HubSpot, Meltwater, and Sprout
- Proficient with Microsoft Office Suite
- Strong team player with the ability to collaborate effectively across departments on cross-functional initiatives
- Ability to manage and respond to challenging member situations while demonstrating excellent customer service and professionalism
- Excellent writing, editing, and proofreading skills, with knowledge of AP Style
- Strong organizational and time-management skills, with the ability to manage and prioritize multiple assignments and deadlines
- Strong storyteller across a variety of platforms, with demonstrated creative thinking and idea generation
- Proactive, collaborative, and able to work both independently and as part of a team

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. Event coverage may require working extended hours outdoors in varying weather conditions, including heat, humidity, cold, and rain, as well as prolonged periods of standing and walking. 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.