

Job Title: Director of Operations - Marketing
Reports To: Executive Director of USHJA
FSLA Status: Exempt
Date: January 1, 2021

Summary

The U.S. Hunter Jumper Association (USHJA) is a 44,000 member not-for-profit, located in Lexington, KY, and organized to support the equestrian English riding disciplines of [Hunters, Jumpers and Equitation](#). The mission of the USHJA is to unify and represent the hunter and jumper disciplines of equestrian sport through education, recognition and sport programs.

USHJA is a 2020 [Kentucky's Best Place to Work](#) Awardee, and seeks a highly motivated and organized team oriented individual to join the USHJA team.

USHJA seeks a Director of Operations with strong knowledge and expertise in marketing. The Director of Operations is a senior member of the executive team and will work closely with the Executive Director, providing leadership and expertise to support and enhance the functionality of a number of key departments within the USHJA.

The role of the Director of Operations is to provide leadership support for the general operations of assigned departments, and analyze the work flow to optimize efficient and effective support of the marketing needs of the Association.

Essential Duties and Responsibilities:

Leadership/Supervisory Role:

- Works closely with Executive Director as a key thought partner in the identification of solutions to challenges, new ideas and initiatives.
- Leads and supervises the following departments: Marketing and Communications; Graphic Design; Awards; Merchandise; and Information Technology.
- Leads planning, budgeting, and establishes goals for the departments.
- Provides budget oversight, establishes standards of operation, and coordinates department functions for cross-department efficiency and effectiveness.
- Provides leadership and support for special projects and events.
- Establishes operational goals that align departmental resources with the organizations strategic focus, and manages initiatives to achieve these goals.
- Provides leadership for marketing strategies and campaigns, leading the team to improve marketing strategy, campaigns, and associated cross department processes and workflows to enhance efficiency and effectiveness.
- Monitors, measures, and analyzes the effectiveness of initiatives against KPIs, using data driven insights to improve performance and drive innovation.

- Works closely with the management team to maintain, foster, and support a positive workplace and culture.
- Mentors staff, ensuring development and honing of their skills and of the team; performs annual evaluations.

Strategy/Opportunity:

- Provides leadership for aligning operations and marketing strategies/campaigns across departments
- Manages marketing database strategies, analyzes gaps in the business's data, member acquisition strategies, and data quality practices.
- Identifies automated processes and tools to enhance the operational performance of the organization and departments.
- Identifies new practices and technologies to improve and optimize department operations, and achievement of marketing strategies.
- Uses research to inform decision making, and data analysis and metrics to track organizational progress to drive success.

Analytics:

- Identifies internal and external ROI indicators.
- Identifies data sources to enrich and improve marketing insights and outcomes.
- Analyzes marketing data, develops insights, and presents recommendations on areas for improvement and optimization.
- Defines key metrics and develops reports and dashboards to display outcomes on the impact and effectiveness of marketing campaigns for the team and executive leadership

Collaboration:

- Highly collaborative, and works closely with all department in the fulfillment of operational and marketing goals.
- Supports the work of IT staff and manages relationships with IT service providers contracted to support IT infrastructure, and data structure.
- Ensures the creation of accurate department budgets and financial outcomes.

Competencies:

To perform this job successfully, an individual ***must have demonstrated experience*** in the following competencies and **must be able to perform** each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Continuous Learner: You are always seeking to know more and looking for ways to improve your work.

Collaborator: You like working with others, and believe that ultimately the best results come from shared investment and buy-in across all levels of a team.

Analytical and Creative: You combine analysis with innovation, and love diving into data to surface key insights, and then using those to improve results and innovate performance.

Discretion/Diplomacy & Integrity: Must be committed to high professional ethical standards; able to act with confidentiality and manage sensitive information.

Strong Attention to Detail: Able to follow detailed procedures and ensure accuracy in documentation and data; concentrate on routine work details; is thorough in accomplishing a task through concern for all areas involved, no matter how small.

Planning/Organizing: Prioritizes and plans work activities; manages multiple priorities in fast paced environment; plans for additional resources and works within assigned budget; meets deadlines; able to work independently. Must possess strong organizational, analytical and interpersonal skills.

Communication: Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; demonstrates group presentation skills; participates in meetings. Writes clearly and informatively; varies writing style to meet needs; presents numerical data effectively; strong written skills.

Teamwork: Must possess a collaborative management style. Balances team and individual responsibilities; gives and welcomes feedback; staff success is the highest priority; supports everyone's efforts to succeed.

Adaptability/Flexibility: Able to adapt to changes in the work environment; manage competing demands; change approach or method to best fit the situation. Able to deal with frequent change, delays, or unexpected events. Ability to consider situations from several points of view.

Organizational Support: Able to follow policies and procedures; complete tasks correctly and on-time; support organization's goals and values. Able to demonstrate accuracy and thoroughness. Support and follow managements' direction.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education & Required Skills:

- MBA or related master level degree preferred.
- 6+ years of general Operations leadership and management experience; non-profit environment a plus.
- 4+ years Marketing Operations experience.

- Experience with project management tools and solutions; Project Management Certification a plus.
- Multi-faceted, with experience in a wide-range of cross-functional areas, and has an eagerness to learn new skills.
- Strong leader, comfortable behind the scenes, supporting the people in the spotlight; thrives on helping others be their best selves and anticipating their needs before they are spoken.
- Ability to maintain extreme confidentiality.
- Must be people oriented and able to communicate with a range of personality types and age groups.
- Excels at building relationships, teams and networks, and negotiating and influencing others to achieve outcomes.
- Strategic thinker with ability to think ahead and catch problems before they arise.
- Demonstrates ability to recommend strategies for accomplishing strategic objectives.
- Systems process-thinker; loves change management and creating order out of chaos.
- Excellent verbal and written communication skills and demonstrates analytical abilities.

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 and hear. The employee is occasionally required to stand; walk; reach with hands and arms. 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.

Travel: Ability and availability to travel to USHJA events, and on behalf of USHJA.

Benefits: USHJA offers a competitive and inclusive benefits package.

- Medical, dental, and vision insurance; dependents eligible
- Simple IRA retirement plan with Association match
- Life Insurance, and Short-term and Long-term Disability Insurance
- 15 days of PTO in the first year of service, benefits begin accruing on the first day
- 11 paid holidays, including the week between Christmas and New Years
- Bereavement leave
- Paid parental leave for birthing or non-birthing parents
- Benefits are effective the first day of employment.