

NRCHA SEEKING MEDIA & COMMUNICATIONS MANAGER



CONTACT:

National Reined Cow Horse Association
info@nrcha.com

The National Reined Cow Horse Association, based in Pilot Point, Texas, seeks a motivated, experienced media and communications manager to facilitate messaging for the ever-growing Western performance association.

As media and communications manager, this position is responsible for communicating with the more than 5,000 members as well as the equine industry's media partners regularly through press releases, e-newsletters and social media posts, as well as coordinating video promotion and television content both during the five premier events NRCHA produces and throughout the year.

The applicant should have a strong background in writing, experience in social media content development, have experience in creating video and graphics, and working in website content management. The ability to coordinate multiple media projects at once is required. A strong connection with the needs for working with television, social and written content is an added value to the applicant.

Duties include but are not limited to: produce and publish website content; write, edit and create marketing materials promoting the NRCHA to various equine groups; support premier event production by traveling to and managing communications at shows; work with contract personnel to coordinate and implement premier event show signage; assist in video script creation, co-production and editing; support in-office phone and email communications; work with contract personnel to create the *Reined Cow Horse News* magazine.

Requirements:

Journalism, communications, writing or marketing degree
Minimum three years' experience working in marketing/communications
Relocation to Pilot Point or surrounding area
Ability to travel

Applications due to NRCHA no later than January 12, 2022.

About the National Reined Cow Horse Association

Based in Pilot Point, Texas, the National Reined Cow Horse Association was formed in 1949 in California, with the goal of preserving and educating the public about the rich history of this traditional horsemanship. The NRCHA is responsible for promoting the sport and ensuring high standards of competition and continuing to work to keep the Vaquero tradition alive in today's

equine industry. The NRCHA also supports numerous affiliate clubs across the United States, Europe and abroad. These groups serve as the association's backbone, holding many NRCHA-sanctioned competitions and events each year. For more information on these events and reined cow horse, visit www.nrcha.com.