



Executive Director

National Reined Cow Horse Association (NRCHA)

***Location:** Weatherford, Texas (NRCHA Headquarters – in-office position)*

***Travel:** Travel required for NRCHA events, meetings, and industry representation.*

***Reports To:** NRCHA Board of Directors*

Position Summary

The Executive Director serves as the chief administrative leader of the National Reined Cow Horse Association (NRCHA), responsible for implementing the strategic direction established by the Board of Directors and overseeing the day-to-day operations of the organization.

Working closely with the Board of Directors, committees, staff, and industry partners, the Executive Director leads the execution of association programs, national events, membership initiatives, sponsorship relationships, and communications while supporting the continued growth and integrity of the sport of reined cow horse.

Key Responsibilities

Organizational Leadership

- Implement the strategic initiatives and policies established by the Board of Directors.
- Provide day-to-day operational leadership for the association and oversee the execution of organizational programs and initiatives.
- Supervise and coordinate staff and contracted personnel to support effective organizational operations.
- Provide leadership and support to staff in the implementation of board-directed priorities and operational objectives.
- Serve as the primary liaison between the Board of Directors, committees, and staff.
- Represent the association within the western performance horse industry and broader equine community.

Event Production & Programs

- Oversee planning and execution of NRCHA's premier competitions and industry events.
- Negotiate and manage facility agreements and venue contracts for national events.
- Coordinate with production teams, sponsors, vendors, and event partners to deliver successful competitions and programs.

- Assist in coordinating cattle suppliers and maintaining relationships with livestock providers.
- Manage relationships with contracted event personnel and service providers.
- Ensure events reflect the traditions, integrity, and competitive standards of the sport.

Sponsorship & Industry Partnerships

- Collaborate with the Director of Sponsorship to guide sponsorship strategy and partnership development.
- Provide leadership on sponsor alignment, ensuring partnerships reflect the values and long-term vision of NRCHA.
- Contribute to the development of sponsorship packages and deliverables that support NRCHA programs and events.
- Maintain relationships with sponsors and industry partners while serving as a primary representative of the association.
- Cultivate relationships across the western performance horse industry to strengthen partnerships and expand opportunities for the organization.

Membership & Industry Relations

- Support initiatives that encourage growth, engagement, and long-term value for NRCHA members and affiliates.
- Collaborate with the Director of Programs to develop new member initiatives, benefits, and engagement opportunities.
- Contribute to programs that enhance the member experience, including new platforms and services designed to strengthen the NRCHA community.
- Represent NRCHA at industry meetings, competitions, and collaborative initiatives within the western performance horse industry.

Marketing, Media & Communications

- Provide strategic direction and oversight for the association's marketing, branding, and communications initiatives.
- Collaborate with the Director of Marketing to ensure brand standards, messaging, and promotional efforts align with the organization's vision and goals.
- Contribute to the development of media projects, storytelling initiatives, and broadcast opportunities that elevate the sport and its competitors.
- Ensure consistency in NRCHA brand identity and messaging across marketing and communication platforms.

Governance & Board Support

- Support the Board of Directors and committees by preparing materials, reports, and operational updates.

- Assist in the development and implementation of organizational policies and strategic initiatives.
- Communicate board direction and priorities to staff and oversee implementation of board-approved initiatives.
- Facilitate communication between organizational leadership, staff, and membership.

Financial Administration

- Operate within the annual budget established by the Board of Directors.
- Coordinate with the organization's CPA and financial professionals regarding accounting processes, reporting, and financial documentation.
- Assist the Board and Treasurer by providing operational information relevant to budgeting and financial planning.
- Ensure organizational expenditures align with board-approved financial guidelines.

Foundation Coordination & Support

- Provide administrative oversight and operational coordination for the NRCHA Foundation.
- Support the Foundation Board of Directors by facilitating communication, coordinating meetings, and assisting with the implementation of Foundation initiatives.
- Collaborate with Foundation leadership on programs and projects that support the long-term growth and preservation of the sport.
- Ensure coordination and alignment between Foundation activities and the broader mission of NRCHA.

Additional Responsibilities

- Perform other duties as assigned by the Board of Directors consistent with the responsibilities of the position.

Qualifications

- Leadership experience in association management, nonprofit administration, sports organizations, or the equine industry.
- Strong organizational and operational management skills.
- Experience coordinating major events or industry programs.
- Ability to build relationships with members, sponsors, and industry partners.
- Knowledge of the western performance horse industry and appreciation for the traditions of the Vaquero training philosophy.

Application Details

This position is open **March 26 – April 15**.

Please submit a **resume and cover letter** to **melissa@nationok.com**.