



PROPOSED JOB DESCRIPTION

Job Title: Grassroots Program Coordinator
Department: KEEP Headquarters, Lexington, KY
Start Date: June 1, 2018

Summary: KEEP is the economic advocate for the equine industry in Kentucky. Our mission is to protect and improve the financial viability of our industry through educating our legislative bodies in Frankfort and Washington, D.C. on the impact of our industry on the Commonwealth, advocating for issues that affect horses and horsemen and providing opportunities for horsemen across the state to improve and grow their enterprises.

The most valuable component of KEEP is the organization's grassroots network and its ability to communicate and effect change within the equine industry.

Working with the Executive Vice President and the KEEP Grassroots Committee, the Grassroots Program Coordinator will manage and grow the grassroots membership through member benefit programs, social media and communications, networking and special events.

Additionally, Grassroots Program Coordinator will work closely to manage Grassroots Team Leaders throughout the state of Kentucky.

Responsibilities and Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Other duties may be assigned.

Responsibilities

- Identify and work with community equine partners throughout the state.
- Prepare and disseminate communication to team leaders.
- Work with KEEP team to coordinate educational lunches.
- Speak at industry events and conferences and coordinate with school partnership teams to ensure strategies are aligned.
- Recruit and coordinate volunteers.
- Assist in KEEP membership recruitment and renewals.
- Assist in identifying and securing opportunities for member benefits.

Minimum Qualifications

- Experience and connections in the equine industry defined service area.
- Experience communicating with diverse stakeholders.
- Commitment to data-driven decision making and continuous improvement.
- Proficient in Microsoft Office and social media and comfortable with Excel, manipulating/using data.



Preferred Qualifications

- Experience and knowledge of some aspects of the horse industry
- Experience with event coordination.
- Ability to work evening and weekend events.
- Experience using collaboration tools.

Supervisory Responsibilities

None

Education and/or Experience

Possess or pursuing a Bachelor's degree (B.A.) from an accredited four-year college or university in communications, marketing, or an equine industry-related field.

Certificates, Licenses, Registrations

Employee must have a valid driver's license.

Other Skills and Abilities

Individual must have excellent written and verbal communications skills.

Travel

The ability to travel to meetings and events locally and, to some extent, throughout the state is necessary.

Please submit cover letter and resume to Elisabeth Jensen at elisabeth@horseswork.com