FOR IMMEDIATE HIRE

Job Title: **Marketing Administrative Assistant (MAA)**
Interscholastic Equestrian Association (IEA)
Office of Marketing and Communications
509 S. Otterbein Avenue, Westerville, Ohio

About the Organization:

The **Interscholastic Equestrian Association (IEA)** is a national non-profit organization formed in 2002 to promote and improve the quality of equestrian competition, instruction and opportunities available to middle and high school riders across the United States. IEA utilizes a draw-based competition format whereby riders do not need to own their own horse to participate and instead are given a random draw (catch-ride) mount for each competition. Riders come from public and private schools and barn teams and compete as individuals and as a team. IEA has approximately 14,000 members nationwide and a strong presence in the equestrian community.

The IEA Office of Marketing and Communications is located in Westerville, OH and currently houses two full-time staff members. A total of 23 full and part-time staff and regular contractors make up the organization.

Professional Qualifications:

Education:

- Minimum of associates degree (2 to 4 year) in either marketing, business, graphic design, communications, advertising, equestrian studies, or non-profit management.
- Minimum of two-year's experience with administrative work in an office environment with a focus on marketing and/or graphic design is preferred.
- Knowledge of and/or experience with equestrian sport (Hunt Seat, Western, or Dressage) is strongly desired, but not required. Prior experience in IEA, IHSA, or NCEA is also desired.

Skills/Knowledge/Competencies

- Demonstrate experience and high comfort level in communication implementation via email, text, phone, Constant Contact (*or similar program*) and Google Drive.
- Understanding of marketing and development (fundraising) processes.
- Ability to prepare standard documents using Microsoft Office and/or Google Docs (Word and Excel).
- A strong understanding of and ability to use social media (Facebook, Instagram, Twitter, Snapchat, Pinterest and other platforms).
- A working knowledge of data management programs with excellent data entry skills. Must be able to confidently type, edit, and prepare accurate information for communication.
- Experience in creating/utilizing digital media for website use including banner ads, website maintenance, or signage is desired.
- Experience with Adobe Creative Suite and WordPress is desired.
- Ability and experience working in a deadline-driven environment.
- Experience in event planning/event coordination.
- Ability to self-monitor and complete duties as assigned.

Supervisor:

IEA Director of Marketing and Communications (DMC)

General Job Information:

- This is a part-time hourly position with an expectation of 30 hours per week (average) primarily in the Westerville, Ohio office. Once established, some duties may be assigned as work-from-home.
- Part time employees are eligible to participate in the IEA's 403(b) Retirement plan, but are not eligible for full-time employee benefits.

Responsibilities:

Below are the primary duties/responsibilities for the Administrative Assistant in the Office of Marketing and Communications. This job is not limited to these responsibilities and, in this role, the MAA will contribute as necessary toward other assignments within the IEA.

- **Order inventory** items and prepare items for mailing – including promotional materials, documents, signage and event supplies.
- Participate in bi-weekly **Marketing Team meetings** with the Marketing/Sales staff (5+) to collaborate on ideas and implementation of marketing, sales and promotion initiatives.
- Assist the DMC and other marketing staff with maintaining multiple **social media** sites, both nationally and regionally with content and creation.
- Assist the DMC and other marketing/sales staff with **data collection and data management** (spreadsheets).
- Assist with internal and external communications to IEA members, vendors, sponsors, and advertising publications.
- Maintain a weekly online production calendar.
- **Event Coordination** – IEA hosts more than 800 individual horse shows each year across the nation including several large national finals events. Additionally, IEA participates in various conferences and equine events involving the marketing office. This position sometimes requires the ability to lift up to 50lbs, maneuver stairs, and work in both indoor/outdoor barn (dusty) environments to work at the booth and promote IEA.
- **General Office administration** – Typing and mailing letters, contracts, and other correspondence.
- **Shopping and Errand Running** – may occasionally be required to pick up event supplies locally and will need reliable vehicle. Mileage will be reimbursed at the federal mileage rate.
- Other administrative duties as assigned.

$12-$13/hr to start depending on experience. Training provided. Our company promotes from within.

To Apply:

Please send **resume** and **letter of interest** by **September 15, 2021** as follows:

Kimber Whanger
IEA Director of Marketing & Communications
Kimber@rideiea.org

Please Note: All hires must possess a valid drivers' license and must pass a background check.