

The KTA/KTOB, a non profit Thoroughbred organization located in Lexington, KY, is seeking a full time Communications/Marketing employee, must be knowledgeable of the Thoroughbred racing and breeding industry.

Job Summary: Create and execute a consistent communication plan to promote Kentucky Breds to a well defined target audience. Salary 30K plus benefits.

Responsibilities:

- Develop and execute a comprehensive marketing and communications strategy with an emphasis on digital outreach including social media, web and email marketing.
- Set appropriate benchmarks for success and track measurements and analytics for reporting purposes.
- Work with partners to explore and identify ways to integrate digital communications and marketing into our overall strategy
- Develop original content and messaging based on strategy
- Grow email lists and create targeted email communications

Experience/Skills

- Knowledge of basic graphic design best practices and principles for all mediums including digital, print and video
- Strong understanding of basic technical skills required for digital communications, including video editing, social media, web site maintenance, email development, print development and other areas as identified in the marketing/communications strategy.
- Experience with monitoring and measuring platforms such as Google Analytics, Facebook Analytics and blogs
- Ability to adjust to a quickly changing marketplace
- Excellent writing and personal communication skills
- Ability to work without extensive supervision or direction

Send resume with cover letter to vgarcia@kta-ktob.com NO PHONE CALLS