



# AMERICAN ROYAL ASSOCIATION

IMPACTING THE FUTURE OF AGRICULTURE • SCHOLARSHIPS | EDUCATION | COMPETITION

## Job Description – Communications Coordinator

### Description:

We're looking for an enthusiastic communications professional who is passionate about bringing people together, creating excitement and driving participation through great marketing. Are you ready to dive into a support role in a fast-paced, high-performing environment? Join our team!

The American Royal Association is a non-profit organization based in Kansas City since 1899. We provide opportunities for youths and adults from around the country to compete in our Livestock Show, ProRodeo and Horse Shows. Our World Series of Barbecue®, which attracts thousands of people from across the world each year, is one of Kansas City's signature events. These events along with generous donors allow us to give more than \$1 million annually for youth scholarships and support agriculture education programs.

The ideal person for the Communications Coordinator is a motivated team player with good judgment, a high level of personal leadership and a hunger for learning new things. We value a positive attitude, a high degree of flexibility, and someone with a heart for service.

### Responsibilities:

- Oversee all organization communication channels such as email, social media and other defined vehicles to systematically, effectively, and frequently communicate with key stakeholders of the American Royal.
- Coordinate the design, content, graphics, navigation, and maintenance of the American Royal website internally and through designated third-party vendor.
- Assist in managing the reputation of the American Royal in terms of PR, brand positioning and externally-facing standard presentations.
- Develop and oversee all graphic design elements including, infographics and other identified graphic design needs to support American Royal marketing and communications efforts.
- Work directly with key vendors including the selected third-party marketing agency as well as the American Royal Event Managers to develop and execute the promotion of American Royal events. This includes, but is not limited to, overseeing the execution of print, radio, social media, electronic, direct mail, etc.
- In collaboration with the Sponsorship Department, coordinate the fulfillment of placement of sponsorship logos and/or names on banners, written ads and scripts, press releases, etc.



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- Support the American Royal Sponsorship Department in fulfillment of sponsorship recognition as needed.
- Manage and oversee on-line marketing of all American Royal merchandise.
- Assist in developing and managing the marketing and communications budget.
- Other duties as assigned.

## **Qualifications:**

- Bachelor's degree in communications, marketing, journalism, agriculture (preference in communications, marketing, etc), or relevant field
- Content creation and graphic design experience, including website management
- Excellent communication skills (verbal and written) and presentation skills
- Microsoft Office experience
- Adobe Creative Cloud/Suite experience, including InDesign, Photoshop, Illustrator. WordPress preferred
- Social media savvy
- Good working knowledge of budget and accounting practices
- Able to work overtime as necessary

Interested candidates should submit their resume by March 27, 2020 to [careers@americanroyal.com](mailto:careers@americanroyal.com)