



## **Job Description – Communications Coordinator**

**Reports To:** Director of Partnerships and Communication

**Description:** The American Royal began in 1899 and has been a long-standing Kansas City tradition. We continue this tradition by providing opportunities for youth and adults from around the country to compete in our Livestock Show, Rodeo, Horse Shows, and the World Series of Barbecue. We are dedicated to our mission of impacting the future of agriculture through education and events with a reach extending over 40 states and 15 countries.

The Communications Coordinator is responsible for the coordination and execution of all American Royal communication channels. This position will concentrate on the American Royal website, organizational design needs, social media platforms, and brand image. The Communication Coordinator will work directly with the team to ensure the American Royal brand is consistent and impactful.

### **Responsibilities:**

- Coordinate all organization communication channels such as bulk 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.
- Develop and oversee all graphic design elements including, infographics and other identified graphic design needs to support American Royal marketing and communications efforts.
- Assist in managing the reputation of the American Royal in terms of PR, brand positioning and externally-facing standard presentations.
- 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 Partnership Director and Coordinator, coordinate the fulfillment of placement of sponsorship logos and/or names on banners, written ads and scripts, press releases, etc.
- Support the American Royal Partnership Director and Coordinator in fulfillment of sponsorship recognition as needed.
- Manage and oversee on-line marketing of all American Royal merchandise.
- Assist in developing and managing the communications budget.
- Assist with administrative and other duties as needed.

**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
- Proficient in Microsoft Office (database and spreadsheet experience preferred)
- Adobe Creative Cloud/Suite experience, including InDesign, Photoshop, Illustrator. WordPress preferred
- Experience managing organizational social media and developing social media plans preferred
- Good working knowledge of budget and accounting practices
- Ability to work evening and weekend hours during events