

## **Magazine/Marketing and Event/Program Coordinator**

You will play a crucial role in supporting PFHA, executing, evaluating and promoting various initiatives. You will be responsible for coordinating and implementing marketing strategies, managing campaigns, and collaborating with different areas within the PFHA organization to achieve organizational goals. This role requires a proactive and detail-oriented individual with strong organizational and communication skills.

### **Key Responsibilities:**

#### **1. Magazine Content Development:**

Provide Association content for each issue (official awards, news, hearing announcements, recap of events, educational pieces etc.)

- Generate mailing lists.
- Coordinate as needed with PFHW Editor/graphic designer.
- Proofread each issue prior to publication.
- Working with Executive Director and Communications Chair re: content
- Overseeing advertising, maintain advertiser database, input insertion orders, charge credit card payments, billing.
- Mail magazines as requested.
- Apply annually for periodical mail permit special rate.

#### **2. Electronic Newsletters, Blasts, Website updates**

- Create, edit and send out various electronic media to membership
- Update main PFHA website

#### **3. Event Planning and Coordination:**

- Support the planning and execution of events, meetings, trade shows, and promotional activities.
- Work with Executive Director on event coordinating logistics, including venue selection, vendor management, and on-site coordination.
- Support event sponsorships and membership programs at events
- Work various events off site (travel paid by Association)

#### **4 .Data Analysis and Reporting:**

- Assist managing and tracking the Fabulous Futurity Program.
- Track and Facilitate the Annual Stallion Auction Program.
- Co-Manage and Track the Annual Awards Program.

## **5. Regional Liaison:**

Be point of contact, source of information for PFHA's regions. Keep regional records up to date and update regions in a timely manner

- Regularly check in with regional delegates and presidents
  - Obtain by-laws, new officer information, gather yearly documents
  - Gather reports and contents from regional shows and events for article publication

## **6. Department and Committee Liaison:**

- Collaborate with departments and committees to develop, execute, and monitor marketing campaigns across various channels to assist regions in growth and communication.
- Coordinate the production of marketing materials, ensuring they align with the brand guidelines.
- Assist in creating and updating content for magazine, newsletter, and website.
- Proofread and edit marketing materials to ensure accuracy and consistency.

## **7. Cross-Functional Collaboration:**

Work closely with executive director and other departments to ensure alignment of marketing efforts with overall business objectives.

Cross train in all departments to help support when co-workers are out of the office.

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