

**Job Title:** Graphic Designer and Social Media Manager  
Versailles, KY | Full-Time, Salaried

**About the Role:**

Kentucky Equine Research is seeking a creative and detail-oriented Graphic Designer and Social Media Manager to join our marketing team. This entry-level role is ideal for someone eager to grow design and digital marketing skills while working on a wide range of projects for both North American and Australian departments, as well as supporting our global network of feed-manufacturing partners. This role reports to the Business Administrator.

**Role Overview:**

The Graphic Designer and Social Media Manager will collaborate closely with senior management and the Business and Marketing Coordinator to produce high-quality visual assets and manage digital communications. Key projects include product packaging, brochures, catalogs, websites, digital newsletters, social media graphics, special projects, and event support. All work must align with Kentucky Equine Research brand standards and effectively highlight our products, services, and technologies.

**Programs and Platforms:**

Adobe Creative Suite • Canva • MailChimp • Kajabi • WordPress • Salesforce • Loomly • Meta Ad Manager (Facebook Pages) • X, Instagram, LinkedIn • YouTube, Vimeo

**Key Responsibilities:**

**Graphic Design**

- Create visual assets for print and digital platforms, including product packaging, brochures, catalogs, flyers, ads, videos, and promotional materials.
- Design and update graphics for websites, newsletters, and social media channels in line with brand standards.
- Collaborate with senior management and the marketing coordinator to translate project needs into effective design solutions.
- Prepare and deliver production-ready files for print and digital distribution.
- Assist with product development of go-to-market deliverables such as naming, labeling, and product media.

**Marketing Communications**

- Build, schedule, and distribute digital newsletters for North American and Australian departments.
- Design, manage, and schedule content creation for social media (Facebook, Instagram, LinkedIn, X, YouTube, Vimeo).
- Support digital marketing campaigns, including setup in Meta Ad Manager, Loomly, and other platforms.
- Update website content and graphics in WordPress.

- Help maintain digital asset libraries and marketing collateral archives.
- Support marketing needs of global feed-manufacturing partners.
- Coordinate with internal teams to ensure timely completion of marketing projects and deliverables.

### **Special Projects and Events**

- Assist in special projects as requested.
- Support planning and logistics for virtual and live events, including the company's international nutrition conference.

### **General**

- Maintain knowledge of current design and digital marketing trends to support creative innovation.
- Provide occasional after-hours support to accommodate global clients and project deadlines.
- Participate in occasional domestic and international travel as required.

### **Requirements and Qualifications**

- Bachelor's degree in graphic design, marketing, or a related field. Strong working knowledge of the equine industry is a plus.
- Experience as a graphic designer in both print and digital media.
- Strong project management, time management, and communication skills.
- Proficiency with the programs and platforms listed; video production and editing a plus.
- Strong interpersonal skills with the ability to collaborate with a diverse team.
- Legal authorization to work in the U.S.
- Valid U.S. driver's license.
- Ability to sit or stand for prolonged periods.
- Proficiency with MS Office Suite, email, and mobile devices.
- Ability to pass a background check.

### **Compensation and Hours**

This is a full-time, salaried position. The level of compensation will be based on qualifications, previous experience, and performance. It will be based at Kentucky Equine Research's corporate headquarters in Versailles, Kentucky.

### **Disclaimer**

The above statements are intended to describe the general nature and level of work to be performed by the Graphic Designer and Social Media Manager. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. The Graphic Designer and Social Media Manager may be required to perform duties outside of normal responsibilities from time to time.

### **Equal Opportunity Employer**

Kentucky Equine Research, Inc. provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

**To Apply**

We are especially interested in candidates who see this new position as the beginning of a long association with Kentucky Equine Research, not a short-term arrangement. Candidates who demonstrate a willingness to approach every task, no matter the size, with a positive attitude and the goal of building customer relationships will be, in time, considered for promotion.

To apply, please email your resume, portfolio (or link), and cover letter to [byoung@ker.com](mailto:byoung@ker.com).