

AAEP JOB DESCRIPTION: MARKETING & DIGITAL MEDIA SPECIALIST

The position of AAEP Marketing & Digital Media Specialist collaborates with the AAEP Communications team to execute strategic marketing campaigns and create high-impact digital content that advances the AAEP's core mission. In this role, you will directly influence initiatives that retain veterinarians in the profession, maximize attendance at continuing education events, and promote the health and welfare of the horse to the equine industry.

Reports to: Director of Marketing & Public Relations

Primary duties include:

- **Multimedia Content & Social Media Management:** Manage the AAEP's daily social media presence, analyze key performance metrics to optimize reach, and actively engage with followers to build community and resolve issues. Design visually compelling social media graphics using Canva (or similar platforms) and produce/edit short-form video content using standard editing applications.
- **Copywriting & Content Creation:** Draft engaging, action-oriented marketing copy for both print and digital channels as needed, including promotional materials for the *Equine Veterinary Education* journal, the Spur of the Moment news bulletin, and email campaigns.
- **Campaign Collaboration:** Partner with the Communications team and other internal stakeholders to co-develop and execute comprehensive marketing campaigns for flagship events (e.g., the AAEP Annual Convention), membership recruitment/retention initiatives, and public education programming.
- **Digital Asset Curating & Archiving:** Proactively capture, produce, and organize visual assets—including photography, video clips, and impactful member success stories—to maintain a robust digital library that supports AAEP marketing campaigns.
- **Internal Team Support:** Consult directly with internal departments to support their marketing goals, scope creative needs, and deliver high-quality visual and written assets.
- **Trend Monitoring & Innovation:** Stay ahead of emerging social media algorithms, digital design tools, video trends, and email marketing strategies to continuously identify new growth opportunities for the association.

Requirements:

- Bachelor's degree in marketing, communications, or related field.
- At least 2 years of experience in marketing or communication preferred.
- Demonstrated social media proficiency and knowledge of best practices, including content creation and audience targeting.
- Graphic design and video editing skills using common applications like Canva and available desktop and phone editing apps.
- Excellent communication skills (both verbal and written).
- Experience in the veterinary or equine industries is desired but not required.

Work location: In person with option of remote work two days per week is preferred; will consider a full-time remote work agreement if in the best interest of the association.