

TITLE: Communications & Admin Coordinator

STATUS: FT/Non-Exempt

REPORTS TO: AFA Executive Director

FUNCTION Primary staff person responsible for association communications such as eblast, bimonthly magazine and social media content creation. Primary staff liaison to AFA Chapters and secondary liaison to Convention Committee. Assist with other committees if/as necessary. Assist Executive Director with administration related to AFA Board of Directors and AFA Foundation. Assist Executive Director with marketing and public relations materials.

Office administrative assistance with data entry and processing of membership (renewals and new members), certification processing and mailing, and answering phone calls from members. Assist with general office management responsibilities such as vendor communications and ordering supplies, materials, etc.

May assist with other duties as necessary to serve the membership, and specific duties as outlined below.

DUTIES AND RESPONSIBILITIES

Communications

1. Compile letters, ads, calendars, event wrap ups, etc. for bimonthly magazine, *No Foot, No Horse*. Keep staff team and designer on schedule for print deadlines.
2. Compile bi-weekly eblast items such as program updates, calendar, video, etc.
3. Content creation for social media channels: Facebook and Instagram (possibly TikTok). Assist staff team with upcoming digital learning library for Certification.

Executive Director Administrative Support

1. Assist membership via email and phone calls as needed.
2. Assist with administrative tasks related to AFA Board of Directors and Foundation Board of Directors (agendas, packets, minutes, updating manuals and Bylaws, communications, etc.).
3. Assist with management of, and communications to, Foundation donors.
4. Assist with website and marketing materials of Foundation.

5. Assist in designing and proofing AFA marketing items (print, digital, etc.).

Association Administrative Support

1. Assist team with membership processing and data entry for renewals and new members.
2. Assist team with certification processing and mailings.
3. Assist in answering in-office phone calls, answering questions and routing to the correct staff person.
4. Assist with general office coordination such as working with vendors and ordering supplies.
5. Help ensure all members are responded to in a timely manner.

AFA Chapters

Assist Executive Director with Chapter communication and administration, including but not limited to, annual dues and insurance letters and invoices, questions from Chapter Officers and members, new Chapter inquiries, Chapter contact tracking, etc.

Annual Convention

1. Key team member in all planning and executive aspects including, but not limited to, the following:
 - Daily Schedule
 - Food/Beverage
 - Audio/Visual
 - Marketing
 - Attendee Registration (both early and onsite)
 - Speaker/Guest Coordination
 - Sponsor Coordination
 - Other duties as assigned.

SKILLS REQUIRED

- Maintain professional and courteous demeanor.
- Respond to all members in a timely manner.
- Exhibit working knowledge of computers and software in a Microsoft office environment.
- Demonstrate proven accuracy and attention to detail.
- Demonstrate excellent oral and written communication skills.
- Demonstrate competent meeting/event planning skills.

- Demonstrate social media content creation and digital marketing skills.
- Must be able to function as part of a team.
- Capable of setting priorities when multiple demands are present and demonstrate ability to work in a fast-paced environment.

ADDITIONAL INFORMATION

- Office hours: 8:00am – 5:00pm.
- Travel: 15% or less. Must be able to travel to week-long annual Convention meeting and tradeshow when requested.
- PTO/Holiday hours provided.
- Work flexibility; dependent on candidate.
- Healthcare reimbursement benefit available.
- Competitive salary.

REFERENCES REQUIRED

To apply, please send cover letter and resume to
mjones@americanfarriers.org.

ABOUT US

Representing professional farriers, veterinarians, suppliers and horse owners, the American Farrier's Association is the oldest and largest membership organization for the farrier industry in North America, and the only one with internationally recognized standards of competency through our certification programs. Setting the standard for excellence in hoof care, the AFA provides professional development, certification, leadership, and resources for the benefit of the farrier industry and the welfare of the horse.

www.americanfarriers.org

Dedicated to improving the welfare of the horse through philanthropy, education, and research pertaining to the science of farriery and related industries through support of the mission and programs of the American Farrier's Association.

<https://americanfarriersfoundation.org/>