



ALBERTA STANDARD BRED HORSE ASSOCIATION

JOB POSTING – MARKETING & SPECIAL EVENTS COORDINATOR

February 2024

Alberta Standardbred Horse Association (ASHA)

The OBJECT of the Society shall be to encourage and ensure cooperative effort in all matters pertaining to the production and improvement of the Standardbred Horse in the Province of Alberta and to cooperate with the Associations and Societies of other provinces in the Dominion of Canada and States of the United States of America/or other Associations in other countries.

ASHA was formed to represent and protect the best interests of Standardbred industry participants and bring about a closer, more understanding relationship among members, racetracks, racing associations, governing bodies and the public.

We are currently hiring a Marketing & Special Events Coordinator. We are looking for an energetic individual with a passion for horse racing and connections in the Alberta standardbred horse racing community. Key areas of responsibility will include collaborating with key stakeholders on the planning, promotion and execution of special events as well as developing content for ASHA social media platforms.

- Collaborate with key stakeholders on the development of promotional event calendars for each race meet.
- Work as a liaison between ASHA and key stakeholders on the planning, coordination, promotion and implementation of special events.
- Lead the planning and coordination of ASHA internal special events including but not limited to owner appreciation events, stake day events and ASHA awards gala.
- Support the Breeders committee on the planning and promotion of the ASHA yearling sale, the development of the yearling sale catalogue and the stallion/stake guide.
- Develop content for ASHA social media platforms including promotional content for stake races, special events, fan appreciation days.
- Implement new promotion opportunities to increase on and off-track handle.
- Seek out new corporate sponsorship partners for added money events or new stake race series.
- Collaborate with key stakeholders to identify, coordinate and schedule guest handicappers for race day broadcasts.
- Support stakeholders in the coordination of barn tour, VIP events and other co-promotion events.
- Assist the executive director with day-to-day backstretch communications and key issues as they arise.

Qualifications and Requirements

- Experience in event planning or event coordination in a corporate environment.
- Proven track record of creative, successful events.
- Experience working with colleagues in design, sales, marketing, and communications.
- Excellent organizational, communication, negotiating, and multitasking skills.
- Working knowledge of Canva or equivalent graphic design program.
- Working knowledge of key social media platforms: Facebook, Instagram, X and Tik Tok.
- An understanding of standardbred horse racing and connections within the Alberta standardbred horse racing community.

The role of the Marketing & Special Events Coordinator is a full-time remote position reporting to the Executive Director.

Given the nature of the racing schedule, The Marketing & Special Events Coordinator may be required to travel to multiple racing locations (Calgary, Edmonton, Lacombe) to attend race day events.

This position will receive a competitive salary and benefits commensurate with the candidate's experience and qualifications.

If you think you are a good fit for this position and you meet the required qualifications, apply by submitting a resume and cover letter via email to: nancy@asha.ab.ca Closing date for submissions is Friday, March 1 at 12:00 noon MST.