

**Position Description:  
Communications Manager**



The Communications Manager is a full-time, exempt position that reports to the Executive Director. The Retired Racehorse Project is a hybrid remote workplace, and this position is open to candidates who are residents of central Maryland or central Kentucky.

The responsibilities and activities included in this position are summarized as follows:

**MARKETING & SOCIAL MEDIA**

- Create and schedule social media posts for all major platforms including shared content, reoccurring features, organizational updates, industry news, sponsor recognition, and compilation of Makeover Marketplace horses
- Monitor/moderate associated inboxes, posts, and groups
- Engage with Thoroughbred Makeover trainers to find noteworthy stories about entries

**WRITING AND COMMUNICATIONS**

- Serve as liaison to publisher to coordinate/plan article ideas and assignments for the Education Library
- Produce Education Library content including reoccurring columns and individual articles
- Coordinate production and uploading of webinar/live event recordings
- Track content ideas throughout the year
- Produce or copyedit website content as needed
- Compose and format organizational e-newsletters

**MEDIA RELATIONS**

- Story pitch to racing and sport media outlets
- Compose and distribute press releases
- Maintain press list
- Serve as liaison to racing and equestrian media for editorial opportunities, and coordinate writing and submission with Executive Director
- Coordinate media trades
- Serve as point of contact for media inquiries and credentialed press at RRP events including Thoroughbred Makeover

**TEAM MANAGEMENT**

- Supervise marketing department including Graphic Designer, Web Developer, and Communications Intern
- Coordinate hiring and management of on-site communications contractors for Thoroughbred Makeover event coverage, including official show photographer
- Staff liaison for Industry Outreach Committee of Advisory Council, responsible for scheduling and running quarterly meetings and assignments

**NECESSARY SKILLS AND OTHER REQUIREMENTS**

- A minimum of a high school diploma and five years' full-time employment experience in relevant line(s) of work such as nonprofit sector, marketing, communications, and social media
- Strong computer knowledge. This position heavily utilizes Hubspot, Monday.com, WordPress CMS, Microsoft Office suite, Adobe Creative Cloud, Meta Business Suite, and other web-based applications
- Exceptional written and oral communication skills and attention to detail
- Experience in either sport horse or Thoroughbred racing industries whether as a professional or amateur

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- Must be a self-starter and effective at managing planning intensive, deadline-oriented work
- Occasional event attendance requires long days with prolonged periods of standing and walking as well as lifting and carrying objects up to 50 pounds
- Available to travel (<10%) for events as needed with adequate notice. Must be available to attend the Thoroughbred Makeover, held annually in Kentucky in October
- Must have driver's license and own transportation

**COMPENSATION AND BENEFITS**

- The starting salary for this position is \$50,000, which may increase dependent upon experience
- All full-time employees are immediately eligible for health insurance benefits (including dental and vision) with 50% of the employee's premium paid by the RRP
- Full-time employees are also immediately eligible for participation and fully-vested in a 401K retirement plan with a matching contribution by the RRP of up to 3% of the employee's salary.
- The RRP offers a flexible unlimited paid time off policy and observes the Federal holiday schedule plus the Friday after Thanksgiving, and the week between Christmas and New Year's Day
- Home Wi-Fi and cellphone stipends are also available for remote employees