



Publicity and Communications Coordinator

Purpose of position:

The primary purpose of this role is to increase visibility of CRDA, its mission and events, and to attract new members and participants. This role is also responsible for keeping the CRDA community informed of events.

The role may be fulfilled, in whole or in part, by another officer or director.

Core Responsibilities:

- Market and promote CRDA shows, clinics and other events via emails, Equine Journal and MA Horse articles, Facebook, online forums/bulletin boards and other vehicles, to attract new members and drive participation and engagement with CRDA.
- Present CRDA in a positive light and convey a welcoming and enthusiastic message.
- Develop editorial calendar for Equine Journal and MA Horse. Write – or assign writers– to cover topics and events.
- Assign and delegate tasks as needed and ensure that plans are well executed.

Other Responsibilities that may be delegated to other officers/members:

- Send periodic emails to CRDA email lists to build awareness and interest in upcoming events, including opening and closing dates of shows and clinics, and to solicit volunteers as needed.
- Provide updates via email about recent events to keep the CRDA community up to date on activities and discussions within CRDA.

Necessary Skills/Attributes:

- Excellent writing skills
- Strong planning and organizational skills
- Ability to create compelling messages for the local dressage community
- Proficient with MS Word, and be/become proficient with Facebook and Constant Contact

* Group refers to officers and directors, and other members when present at a monthly meeting.