



NRCHA
National Reined Cow Horse Association
256 N. Highway 377
Pilot Point, TX 78658
940-488-1500

Executive Director/CEO Posting and Job Description

Submit resumes to:

Melissa Nation

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DEADLINE FOR APPLICATIONS AUGUST 28, 2020

The National Reined Cow Horse Association is in search of an Executive Director to work directly with and report to the NRCHA Board of Director and the Executive Committee. The role of Executive Director is to further develop and implement the vision, strategic goals and objectives of the Association while growing membership, partnerships and sponsorships while preserving the tradition of the Reined Cow Horse. The NRCHA is looking for an innovative leader who will continue to position the association as a leader in Western Horse disciplines.

This position requires an individual with a proven track record of executive level management and experience in leading a highly competent staff. Requirements include excellent written and verbal communication skills, strategic planning experience and annual budget planning and implementation. This individual should also have the ability to maintain and develop sponsors while creating new and innovative income streams. Event management experience is a plus along with experience in Foundation or non for profit development.

This role requires an individual with a passion for and basic knowledge of the horse and western lifestyle. The ability to spend a significant amount of time in the Pilot Point office is important.

Objectives of this Role

- Work closely with executive committee, board of directors and committees, informing, assessing, and addressing issues that affect the organization
- Oversee the daily operations of the organization, providing executive direction of all program strategy, event management and growth, rule compliance, quality assurance, and program efficiency
- Identify and implement staffing requirements for efficient operations, maintaining a strong culture and work climate that attracts and retains staff, and drives the organization's mission
- Represent the organization and increase awareness by being the spokesperson and liaison with local and national media
- Develop an actionable plan for profitable events, sponsorship and fundraising while managing monthly cash flow
- Comply with all federal, state, and local legislation



Daily and Monthly Responsibilities

- Create complete business plans for the attainment of goals and objectives regarding membership, events, Foundation and innovative equine programs while working alongside the board of directors
- Set and meet aggressive annual sponsorship and fundraising goals, in partnership with board of directors, to secure financial support from corporations, individuals, and government funding sources
- Oversee all external communication materials including, website, marketing materials, newsletters and social media content
- Serve as the face of the organization and actively participate in external events, both increasing visibility, credibility, and brand in the market, and developing strategic partnerships in order to increase equine community awareness and expand the program
- Build and lead an effective team dedicated to fulfilling the organization's mission through highly successful program and event implementation, membership engagement, and fundraising targets

Skills and Qualifications

- 7+ years of senior management experience, preferably with an organization with similar goals
- Strong public relations, sales, marketing, and sponsorship/fundraising experience
- Knowledge of leadership and management principles related to trade based non profits
- Proven success working with a diverse board of directors
- Competent writing and computer skills
- Entrepreneurial mindset, with innovative approach to business planning
- Dynamic and charismatic team player who enjoys being the public face of an organization

Preferred Qualifications

- Experience in the horse, western lifestyle or sports industries
- Willing to live in the Pilot Point, Texas area