

## **COLORADO REINED COWHORSE ASSOCIATION**

**POSITION:** EXECUTIVE DIRECTOR

**STATUS:** PART TIME

**EMPLOYMENT STATUS:** WILL PERFORM UNDER TERMS AND CONDITIONS OF AN ANNUAL CONTRACT

**WORK HOURS:** AS NECESSARY TO PERFORM DUTIES AND RESPONSIBILITIES OF THE POSITION

This position description is established by the Board of Directors ("Board") of the Colorado Reined Cowhorse Association ("CRCA") to outline the basic requirements, duties and responsibilities of the position of Executive Director.

### **Summary:**

The Executive Director reports to the CRCA Board with direction provided by the CRCA Board's President or other designated Board member(s). The Executive Director is responsible for a wide range of marketing and administrative duties necessary for the operation of the CRCA.

### **Specific Duties and Responsibilities:**

The specific powers, duties, and responsibilities of the Executive Director include, but are not limited to, the following:

1. Establish show schedules and prepare showbills (working with the Board and Show Committee), including
  - a. Annual show schedule
  - b. Showbills for each show
  - c. Facility contracts
2. Locate show facilities and negotiate contracts, including
  - a. Provide Board and/or Show Committee with available options
  - b. Negotiate contracts
3. Hire and schedule show staff, including
  - a. Staff required
    - i. Judge(s) – Show Committee to hire
    - ii. Cattle source – Show Committee to outsource
    - iii. Show staff – manager, office, announcer, scribes, gate, arena setup and tear down, cattle help, dirt management, practice pen, stall assignments, stalls/shavings management
    - iv. Videographer/photographer
    - v. Hay/shavings provider
    - vi. Food vendor
    - vii. Other vendors
  - b. Obtain approval of pay schedules from Board
  - c. Contracts for all of the above (at least some commitment in writing for all)
  - d. Arrange travel as required
  - e. Arrange accommodations as required

4. Manage each event
  - a. Send show notifications and reminders to CRCA email list
    - i. Maintain CRCA email list
    - ii. Promptly respond to questions and inquiries
  - b. Immediately before, confirm all prior arrangements
  - c. At show prior to start, confirm
    - i. Arena preparation and setup
    - ii. All staffing in place
    - iii. Cattle delivered
    - iv. Vendors in place
  - d. During show
    - i. Communicate with all parties to insure show is going as planned
    - ii. Quickly respond to issues/problems and provide solutions, as required
    - iii. Communicate changes/issues to all participants, as required
  - e. After show
    - i. Evaluate show operation
    - ii. Recommend changes for future shows
5. Promote the CRCA through social and printed media
  - a. Develop marketing and promotion plan - working with designated Board member(s)
6. Recruit sponsors and secure sponsor monies
  - a. Review current sponsor program levels, recommend changes
  - b. Create list of potential sponsors – businesses where we have shows, businesses related to horses
  - c. Create a marketing plan – why is it beneficial for a sponsor to give us money
  - d. Get sponsors and money

#### **Minimum Requirements:**

1. Working knowledge of the reined cow horse sport.
2. Experience managing projects, especially related to the horse industry
3. Experience with Microsoft Word and Excel.
4. Knowledge and familiarity with social media (Facebook, etc)
5. Ability to work and communicate with a wide variety of people – riders, owners, sponsors, facility managers, show staff, judges, office staff, etc.

#### **Working Environment:**

1. Must be able to work all CRCA show dates
2. Must have own computers and related software necessary to perform functions of this position.
3. Must be willing to work long hours and weekends as determined by the show schedules and number of participants.