



*Grand Valley Equine Assisted Learning Center*

**Marketing Manager**

Job Description

This position is on a volunteer basis at this time. Grand Valley Equine Assisted Learning Center is a non-profit equine facility that is based on a three-pronged approach; all types of therapies utilizing horses will be offered, educational programming associating horses will be offered, and research supporting the relevance of this work will be conducted. The marketing of GVEALC is one of the most important to the future success of our facility. A successful candidate needs to have experience in marketing, great communication skills, and be a team player. This candidate will also be passionate about the visioning and work of GVEALC and bring creativity to the marketing. Please find below a list of responsibilities for this position:

- Has experience with marketing or recruit someone with experience in marketing to volunteer with us. This also could be in the form of interns.
- Develop and evaluate marketing strategies and coordinates closely with GVEALC Co-Founders.
- Create branding for GVEALC (brochures, flyers, posters, ect.).
- Coordinates and works closely with the GVEALC Historian to create electronic and social media branding.
- Create community partnerships and unique strategies to develop apparel marketing opportunities. This includes identifying costs, profit-margins, and marketing of the items.
- Develop a “Gift Shop” strategy and work with the GVEALC Board of Directors to test validity of running and profiting from a gift shop strategy.
- Coordinate with Lead Fundraiser to locate sponsors to pay for giveaway items, and items to sale.
- This position reports to GVEALC Co-Founders.