

National Barrel Horse Association seeks Operations Manager

Location: Augusta, Georgia or Fort Worth, TX

Direct Report: NBHA Executive Director

Salary: Commensurate with experience; includes comprehensive benefits package

Summary of the Job:

The Operations Manager is responsible for developing and implementing programs that will generate membership growth for the National Barrel Horse Association (NBHA). These growth strategies will include grass roots efforts that are initiated at the district and state levels as well larger scale initiatives at national and international levels. This position will collaborate with the NBHA leadership team, NBHA District Directors, NBHA State Directors and members to build and promote NBHA's membership and event platforms.

State and District Responsibilities:

- Establish working relationship with each NBHA State and District Director
- Create consistent communication platforms and strategies to better serve the needs of the State and District Directors such as newsletters, emails, Town Hall meetings at NBHA events, virtual meetings, social media groups for directors and a director portal on the NBHA website
- Help State and District Directors grow the events they produce through effective marketing strategies and promotions, sponsorship opportunities and through NBHA National Sponsor Award/Prize programs
- Create incentive programs for State and District Directors to encourage membership growth and event expansion in their territories
- Develop training programs to educate directors on NBHA rules and structure, state and local laws that impact event producers and safety issues
- Work with NBHA Sponsorship Representative to develop award/prize programs for states and districts
- Assist NBHA Marketing & Communications Manager to collect State and District news, event results and member related content for NBHA social media and Barrel Horse News
- Update Director Handbooks and manage the distribution of handbooks and other supplies to directors

Membership Responsibilities:

- Manage the membership application approval process and work with NBHA Staff to manage membership database and membership service programs
- Provide monthly and annual reports on membership status
- Manage membership retention and growth data to stay on top of any significant membership declines; work with NBHA staff and State Directors to assist districts where membership numbers are declining
- Develop and manage a member prospect database
- Develop and manage membership recruitment efforts including membership renewal letter and emails
- Develop and manage process for member feedback on programs and services and recommend and develop new member programs and services
- Develop and manage membership surveys
- Work with NBHA Marketing & Communications Manager to develop membership growth initiatives and membership communication programs

- Assist NBHA staff and directors with communication efforts with members and act as the face of NBHA at NBHA and other industry events

General Responsibilities:

- Assist the Executive Director with budgeting as it relates to states, districts and membership
- Attend NBHA Tour events and World Shows; assist with event set up, production and tear down as directed by NBHA Executive Director
- Network with industry leaders and event producers to stay on top of industry trends and to seek out opportunities for expansion and ways to improve the NBHA
- Manage affiliate/partnership programs for NBHA including the Women's Pro Rodeo Association, National Pole Bending Association and World Champions Rodeo Alliance
- Develop new affiliate/partnership programs to expand the reach of the NBHA nationally and internationally
- Assist with the Augusta Cutting Futurity as directed by NBHA Executive Director

Qualifications:

- Bachelor's degree required or a minimum of five years' experience in related field
- Ability to think creatively, organize tasks, work independently and meet deadlines
- Excellent communication skills both verbal and written
- Must have strong interpersonal and diplomacy skills in order to build effective relationships with staff, directors and members
- Knowledge of barrel racing industry
- Highly motivated individual with proven experience in management

Interested candidates should send a cover letter and resume to:

Morris Equine Group
Attn: Human Resources
2112 Montgomery St.
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E-mail: resume@cowboypublishing.com

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