



Company Summary

The American Royal is a not-for-profit organization with one simple purpose: to champion food and agriculture. The organization coordinates events and programs, including nationally competitive livestock shows, the world's largest barbecue competition, regional and national equine shows, youth and professional rodeos, and elementary and secondary education outreach. All gatherings further the vision of a world where food and agriculture are celebrated, and all generations are committed to its future.

Position Summary

The American Royal is looking for a Communications Coordinator that is responsible for overseeing the organization's internal and external communications, social media strategy and graphic design initiatives. This role involves developing and executing compelling content across various social media platforms to enhance brand visibility, engage audiences, and drive results. The ideal candidate will have a strong eye for design, creating visually appealing graphics and event materials that align with our brand identity and guidelines.

Essential Functions

- Creating, scheduling, and managing social media content to engage audiences and enhance brand visibility.
- Design and produce visually appealing graphics and assets for social media, marketing campaigns, events and other organizational materials, following and implementing brand guidelines.
- Create and oversee execution of all marketing and media events/activations to increase engagement and brand awareness.
- Oversee the media intern program.
- Oversee the development, creation, and distribution of e-blasts, ensuring timely and accurate delivery.
- Manage and maintain the email marketing database, including segmentation for targeted campaigns.
- Track and analyze social media and email marketing performance metrics to optimize strategies.
- Maintain content calendars for social media, email, and other communications projects.



- Stay informed about trends in social media, graphic design, and email marketing to contribute innovative ideas.
- Capture and edit high-quality photos, videos, and other media content at events to support social media and marketing initiatives.
- Planning, designing and coordinating merchandise with third-party vendor.

Required Qualifications

- Bachelor's degree in Journalism, Communications, Public Relations, Marketing or related field required.
- Experience with communications-related work (i.e. internal communications, marketing, communications, public relations or related functional work)
- Possess a professional portfolio demonstrating graphic design experience and creative capabilities that showcases creativity, technical proficiency, and experience with both print and digital design.
- Proficient in Adobe Creative Cloud and Microsoft Office
- Proven track record for exceptional written and oral communications; excellent proofreading and editing skills; and a keen attention to detail.
- Ability to work in a fast-paced environment and meet tight deadlines; ability to prioritize and manage a variety of projects and tasks simultaneously.
- Ability to work evening and weekend hours during events.

EEOC Statement

The American Royal is an -equal opportunity employer and reviews applications for employment without regard to the applicant's race, color, religion, national origin, ancestry, age, gender, gender identity, marital status, military status, veteran status, sexual orientation, disability, or medical condition or any other reason prohibited by law.