

# Strides Therapeutic Horsemanship Center

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Non Profit 501(c)(3) #20-8371068



## Volunteer Marketing and Communications Coordinator for Strides

The **Volunteer Marketing and Communications Coordinator for Strides** plays a key role in promoting the organization's mission and programs to the community. This position involves creating and executing marketing strategies, managing social media channels, and coordinating communication efforts to raise awareness for Strides and its work with therapy horses. The coordinator will work closely with the team to craft compelling messages, design promotional materials, and engage with supporters, ensuring that the Strides message is clear, consistent, and effective. This volunteer role is ideal for someone passionate about communication, marketing, and supporting therapeutic horsemanship initiatives.

**Position:** Volunteer Marketing and Communications Coordinator for Strides

**Organization:** Strides

**Location:** Remote

**Commitment:** 5 to 20 hours weekly

## Position Overview:

We are looking for a passionate and creative **Volunteer Marketing and Communications Coordinator** to help raise awareness of Strides and its mission to develop therapy horses and riders. In this role, you will play a vital part in promoting Strides' programs, events, and initiatives through effective marketing strategies and clear, compelling communication. You will work closely with our team to design and execute social media campaigns, create promotional content, and engage with the community to help us grow our support base and reach a wider audience.

## Key Responsibilities:

- Develop and implement marketing strategies to promote Strides programs, events, and initiatives.
- Manage and create content for Strides' social media platforms (Facebook, Instagram, etc.), ensuring posts align with the organization's goals and brand voice.
- Design and produce promotional materials, including flyers, newsletters, and digital content.
- Draft and distribute press releases, newsletters, and other communications to keep supporters, partners, and the community informed about Strides' activities.
- Assist with the planning and execution of events, ensuring effective promotion before, during, and after events.

- Engage with the community and media outlets to generate interest and positive publicity for Strides.
- Monitor and track the success of marketing campaigns, making adjustments as needed.
- Collaborate with Strides team members to maintain consistent messaging across all communication channels.

## **Qualifications & Requirements:**

- Experience in marketing, communications, or a related field (volunteer experience is also acceptable).
- Strong written and verbal communication skills, with the ability to craft compelling messages for diverse audiences.
- Familiarity with social media platforms and content management tools.
- Creative, detail-oriented, and able to think strategically to engage and expand the Strides audience.
- Ability to work independently and as part of a team, with a proactive and adaptable attitude.
- Passion for supporting therapeutic horsemanship and helping Strides grow its presence in the community.

This volunteer position offers a unique opportunity to make a meaningful impact while gaining experience in marketing and communications within the nonprofit sector. If you are passionate about storytelling and want to contribute to the success of Strides, we invite you to apply for the **Volunteer Marketing and Communications Coordinator** role.