



**Job Title:** Marketing and Outreach Assistant

**Location:** Grove City, Ohio

**Employment Type:** Full Time

**Who We Are:** The Ohio Harness Horsemen's Association was founded in 1953. The mission of the OHHA is to preserve, protect, promote, and serve the entire Standardbred industry in Ohio and beyond.

**Job Overview:**

We are looking for a dynamic and motivated Marketing and Outreach Assistant to join our team. The ideal candidate will support the execution of marketing strategies and outreach initiatives to increase brand awareness and drive engagement. This role requires someone who is organized, creative, and has a passion for marketing and community outreach. You will work closely with the marketing team to help organize events, execute campaigns, and support efforts to expand our reach to various audiences. You will also assist in the development of the Association's public relations and publications to promote harness racing in Ohio.

**Key Responsibilities:**

- Assist in design, layout, and development of marketing material, and publications.
- Support the county fair broadcast team with the preparation of historical information.
- Help create and manage content for social media accounts, newsletters, and blog posts.
- Assist in the planning and production of the association's digital newsletter.
- Produce recaps of racing events, assist in writing news releases, and media articles, and update archives including historical records, photos, and video collection.
- Track and analyze the effectiveness of marketing campaigns and outreach initiatives.
- Help organize and promote events and on-track promotional activities.
- Provide administrative support to the marketing team, including maintaining calendars, schedules, and contact lists.
- Assist with staffing at outside events, conventions, trade shows, and county fairs, ensuring OHHA's presence and engagement.
- Perform other duties as assigned.

**Required Skills & Qualifications:**

- Bachelor's degree preferred in Marketing, Communications, or related field (or pursuing a degree).
- Proven interest or experience in marketing, outreach, or communications.
- Strong communication skills, both written and verbal.
- Familiarity with social media platforms (Instagram, Meta, X, LinkedIn, etc.) and digital marketing tools.
- Excellent organizational and time-management skills.
- Ability to work independently and collaborate within a team environment.
- Creative mindset with the ability to think outside the box.
- Detail-oriented with the ability to handle multiple tasks simultaneously.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and Google Workspace.
- Experience with graphic design tools (e.g., Canva, Adobe Creative Suite).
- Must have a valid driver's license and clean driving record.
- Ability to travel. You should be prepared and able to travel to all regions of the state, with some overnight stays, mainly in the summer months, but throughout the year. The balance of time is spent in the Grove City office. Ability to work in indoor and outdoor climates. Ability to sit for long periods and work on a computer.
- Able to lift 50 pounds.

**Preferred Skills & Qualifications:**

- Horse racing, preferably harness racing, knowledge is preferred.
- Experience in event coordination or community outreach.
- Familiarity with CRM tools and email marketing platforms (Mailchimp, Constant Contact, etc.).
- Basic knowledge of SEO and analytics tools (Google Analytics, Hootsuite, etc.).

**Benefits:**

- Competitive benefits package including: Paid medical insurance, retirement plan, vacation, and sick leave.

**How to Apply:**

Interested candidates should submit a resume, cover letter, and salary requirements to [oadmin@ohha.com](mailto:oadmin@ohha.com).