JOB TITLE: HORSE COUNTRY CONCIERGE   
SUPERVISOR: EXECUTIVE DIRECTOR

Horse Country, Inc., a 501 (c) 6 membership organization, that unites equine attractions in a tourism and thoroughbred fan development initiative. The organization aims to make fans of farms, horses, and the sport through experiences at member locations. This organization is still young, but has already garnered attention through coverage in publications such as Southern Living, The Wall Street Journal, The New York Times, USA Today, The Thoroughbred Daily News, The Bloodhorse and more.

JOB SUMMARY:

The Horse Country concierge passionately loves Central Kentucky and is an enthusiastic ambassador; knowledgeable on our members (your training involves visits to all our member locations!), and other regional attractions, dining, lodging and more; and has the ability and drive to deliver a great experience to guests over the phone and in email correspondence. Whether it’s a request for Horse Country experience descriptions, help with directions, assistance booking a visit, or recommendations, the Horse Country Concierge can help – or get help. The Horse Country concierge is the steward of the brand experience during some of the most critical interactions with guests.

This position also includes daily interaction with our booking technology, Customer Relationship Management (CRM) system Hubspot, our merchandise software Shopify, social media, email marketing platforms, and office suite and google drive – proficiency, or experience with these technologies or analogous is preferred. Support to Executive Director and Marketing Director on administrative needs is included; this position likewise provides support to various key contacts at member locations.

Guests visit Horse Country from nearly all 50 states, and international travelers include us in their vacation plans. This position coordinates itinerary support, ticket purchases, group bookings and more. Let’s show them our special brand of Horse Country hospitality.

This opportunity is a full-time position.

Requirements: Positive attitude, high level of personal ownership and buy-in to the mission and vision of Horse Country; problem-solving skills and can-do approach. Computer proficiency with email and internet applications required, social media familiarity a plus. Previous experience in sales/customer service or booking/reservation software also beneficial. Ability to lift, push, pull or carry up to 50 lbs; located in Lexington or surrounding area; Valid driver's license, acceptable driving record and means of transportation.

To apply, send resume to [ahardy@visithorsecountry.com](mailto:ahardy@visithorsecountry.com).