

Marketing Manager

Parelli Natural Horsemanship, the world leader in at-home horse training education is looking for a dynamic, results oriented marketing professional to work in our corporate offices in Pagosa Springs, CO. Position oversees social media, graphic design and web development professionals for this progressive multi-national, multi-channel retailer.

The ideal candidate will possess:

- Strong leadership skills and a track record of success managing a creative team
- 7-10 years experience in multi-channel marketing
- A fluent working knowledge of direct mail best practices
- A mastery of online conversion techniques and how to create merchandizing magic
- A creative flair for sales promotion planning
- A knack to roll up your sleeves and analyze all related web and customer data to improve sales and loyalty
- Event marketing experience
- A high degree of organization and attention to rolling deadlines
- Responsible for maintaining brand goals within budget guidelines
- Reports directly to Chief Operating Officer
- BA degree in Marketing, Business Administration, or Computer Science.

Please send cover letter and resume to be considered for this position to jobs@parelli.com with "Marketing Manager" in the subject line.

Company Background

Founded in 1981 by lifelong horseman, rodeo rider, cowboy and teacher Pat Parelli, Parelli Natural Horsemanship is recognized worldwide as the most innovative and effective method of natural horse training. Early on, Pat realized that horses already had all the skills they needed to thrive in their world. He discovered that understanding the psychology, personality and nature of horses could become the basis for a deep, seamless and mutually beneficial human-horse relationship.

Horse owners who follow the Parelli program have found that not only does the program enable them to become a gifted horse trainer, and not only do they achieve exciting horsemanship successes, but they come away with the lasting gift of an enhanced relationship and communication with their horse. Perhaps the greatest gift of all, however, is that they discover enhanced relationships and communication with everyone in their lives.

Leveraging the latest technologies, Parelli Natural Horsemanship is expanding globally, with campus programs and business operations in North America, United Kingdom and Australia.

Parelli Natural Horsemanship

Helping to Make the World a Better Place for Horse and Humans.

www.Parelli.com