

Job Title: Advertising & Sponsorship Sales Representative

(Title and scope may be adjusted based on full-time or part-time structure)

Start Date: Immediate

Employment Type: Full-Time or Part-Time

Compensation: Base pay plus commission and/or quarterly performance-based bonuses

Benefits:

- **Full-Time:** PTO, Insurance Reimbursement, Paid Holidays
- **Part-Time:** Compensation and benefits commensurate with hours worked

About Us

The Tennessee Walking Horse Breeders' & Exhibitors' Association (TWHBEA) is a long-established, non-profit organization dedicated to promoting, preserving, and protecting the Tennessee Walking Horse.

The VOICE of the Tennessee Walking Horse Magazine is the official publication of TWHBEA and the official breed journal of the Tennessee Walking Horse. Now in its 65th year, the VOICE is published six times annually and serves as a primary communications and promotional outlet for the Walking Horse industry.

Position Summary

TWHBEA is seeking an outgoing, friendly, motivated, and relationship-driven Advertising Sales Representative for the VOICE of the Tennessee Walking Horse Magazine. This role is responsible for generating advertising revenue through print and digital ad sales, securing sponsorships, and serving as a visible, engaged representative of the magazine and association at Tennessee Walking Horse shows and events.

This position combines advertising sales, client relationship management, and on-site event coverage. Depending on organizational needs and candidate experience, the role **may be filled by one full-time individual or divided among multiple part-time team members**, with responsibilities focused on advertising sales, show and event coverage, or advertiser follow-up and coordination.

The ideal candidate is well-connected within the Tennessee Walking Horse industry, comfortable building long-term relationships, organized, and able to manage sales responsibilities alongside publication and event deadlines.

Key Responsibilities

Responsibilities may be adjusted or divided based on the structure of the position.

Advertising Sales, Sponsorships & Client Relations

- Sell print and digital advertising for the VOICE of the Tennessee Walking Horse Magazine
- Prospect and secure new advertisers, sponsors, and partnership opportunities within the Tennessee Walking Horse community
- Sell sponsorships for TWHBEA events, programs, and initiatives
- Build and maintain strong, long-term relationships with advertisers, sponsors, trainers, owners, and industry partners
- Work directly with advertisers on ad placement, sizing, photos, and content
- Follow up with advertisers to obtain materials, approvals, and final confirmations by publication deadlines
- Track advertising sales, sponsorship commitments, and client communications
- Monitor advertiser accounts and professionally follow up regarding past-due balances, coordinating with TWHBEA staff to resolve billing questions and maintain accounts in good standing
- Work toward established sales goals, with eligibility for commission and performance-based incentives

Show & Event Coverage

- Attend Tennessee Walking Horse shows and TWHBEA events as assigned
- Photograph winners, exhibitors, and attendees for potential magazine, advertising, and promotional use
- Assist with gathering content for magazine and social media coverage

- Network with exhibitors, trainers, vendors, and attendees to promote advertising and sponsorship opportunities
- Represent the VOICE Magazine and TWHBEA in a professional, approachable manner at all events

Production & Internal Coordination

- Coordinate with the communications, design, and production teams to ensure ad specifications, placements, and deadlines are met
- Communicate advertiser changes, revisions, and approvals clearly and efficiently
- Assist with maintaining organized advertising records, schedules, and production timelines
- Support promotional efforts that increase visibility and revenue for the magazine and association

Required Skills & Qualifications

- **Proven knowledge of and experience within the Tennessee Walking Horse industry (required)**
- Strong communication, interpersonal, and relationship-building skills
- Comfort working independently, making sales calls, and meeting sales goals
- Excellent organizational skills and attention to detail
- Willingness and ability to travel to Tennessee Walking Horse shows and TWHBEA events
- Ability to manage deadlines in a publication-driven environment
- Basic photography skills and comfort using a camera or smartphone for event coverage

Preferred Qualifications

- Prior experience in advertising sales, sponsorship sales, or relationship-based sales
- Experience selling print and/or digital advertising

- Familiarity with equine publications, associations, or event sponsorships
 - Basic understanding of marketing, branding, and promotional strategy
 - Existing relationships within the Tennessee Walking Horse industry
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What We Offer

- Opportunity to represent a respected industry publication and long-standing association
 - Relationship-driven sales role within a close-knit equine community
 - Competitive compensation, including commission and performance-based incentives
 - Flexible work structure with travel to industry events
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Physical Requirements

This position may require travel, extended periods of standing or walking at horse shows, occasional evening or weekend work, and light lifting of equipment or materials. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

Application Requirements

To be considered, applicants must submit:

- A current resume
- A minimum of three references

Incomplete applications will not be considered.

How to Apply

Please submit application materials via email or mail to:

Email: mfarrar@twhbea.com

Mail:

TWHBEA

ATTN: Mark Farrar

P.O. Box 286

Lewisburg, TN 37091