

# Fair Assistant Position

## Job Description -

### Summary

Coordinates pre-Fair planning with Fair Director and works on site to assist in the production of the Jefferson County Fair while working in concert with the Fairgrounds Manager. This is a seasonal contract position, approximately May- August.

Serves as a business liaison/public partnership/sponsorship coordinator for the annual fair.

This position is a very public-facing position and highly involved in community networking and collaboration. This position is funded with fairground event revenues, and it is essential that the individual in this role help maintain the fairground's current partnerships and creatively opens doors to new partnerships/opportunities in the community.

### Essential Functions

#### Jefferson County Fair Coordination/Planning

Acts as volunteer program coordinator (recruitment, scheduling).

Coordinates with Fair Director to communicate and contract with vendors.

Assists the Fair Director in development of the Fair Premium Book. Helps compile all Fair guide information and schedules.

Assists individuals wanting to submit entries at the Fair in completing necessary paperwork and making any relevant payments.

Assists the Fair Director in creating and modifying various logistical documents (layout maps, spreadsheets, diagrams) related to the Fair.

Assists the Fair Director in the development, creation and maintenance of various Fair-related logistical and operational signage.

Works with the Fairgrounds Manager and webmaster to keep the JeffCo Fairgrounds website up to date on everything related to the Fair.

Coordinates with Fairgrounds Manager to establish contracts with service providers as needed.

### **Marketing**

Coordinates updates of social media content for the annual County Fair

Develops content for print, radio and web-based advertising and works with third-party advertising contractors for fair events.

Develops new and maintains current no-cost marketing options (free website listings, community partner advertising trades, banner and signage placements) for fair events.

In-house development of Fair-related promotional materials.

### **Business Liaison/Partnership/Sponsorship Coordination**

Coordinates with the Fair Director on Fair sponsorship program. Works with existing sponsors and provides outreach to potential sponsors to help increase business partnerships and revenue for the fairground.

Assists in Fair ticket presale campaign

### ***Supervisory:***

Supervises event workers and volunteers and may supervise part-time paid administrative Fair staff.

### **OTHER JOB FUNCTIONS:**

May be tasked with performing related duties as assigned that may not be specifically listed in the position description.

## **Minimum Qualifications**

- High School Diploma or equivalent.
- BA in marketing, business or related field preferred.
- Event management experience preferred.
- An equivalent combination of education and experience which provides the skills, knowledge and abilities to perform the essential functions of the position.

## ***Requires the knowledge of:***

- Spreadsheets, Word Processing, basic graphic design program (e.g. Canva), basic understanding of file-sharing protocols
- General business, marketing and accounting principles
- Event industry and working with community events
- Social media platforms

## ***Requires the ability to:***

- Multi-task on a daily basis
- Work with a diverse population and sometimes challenging individuals.
- Be flexible on the tasks to be performed on a daily basis.
- Be a punctual and dependable team member.
- Be attentive to detail and maintain a high degree of accuracy.
- Organize and manage time constraints, meet deadlines.
- Prioritize, plan, and organize work efficiently and work independently.
- Plan, organize and direct Fair activities.

- Communicate effectively orally and in writing.
- Create and maintain interest and enthusiasm with volunteers, the general public and community stakeholders.
- Meet and communicate with the public, businesses and community groups.
- Operate a computer and applicable software.
- Establish and maintain good working relationships with customers, co-workers, and the general public.
- Act in a way consistent with a belief system that values diversity among people.

### **Supplemental Information**

#### **WORKING CONDITIONS/PHYSICAL REQUIREMENTS:**

Work is normally performed in an office environment but may require off-site errands and tasks.

There will be some outside event-related setup and teardown labor necessary, resulting in possible exposure to all weather conditions.

Will be required to work evenings and weekends during Fair time.

Occasional lifting of equipment in excess of 25 pounds may be required.

This position will report directly to the Fair Director but also be expected to take direction from the Fairgrounds Manager as directed.

#### **Hazards:**

Those found in a normal office environment. Work is undertaken outside and in an agricultural setting for Fair Events.