



JOB DESCRIPTION

Job Title: Marketing Manager

Department: Administration

Supervisor: CEO

Position Type: Temporary-Part Time

Pay Rate: \$25-\$30/hr based on experience

Job Summary

The Stanislaus County Fairgrounds is a public assembly facility which hosts a wide variety of events and produces the Stanislaus County Fair. The Marketing Manager is responsible for building and promoting SCF and the Stanislaus County Fair by way of advertising, marketing materials, graphics, and websites.

Essential Functions/Responsibilities

Essential and other important responsibilities and duties may include but are not limited to the following:

- Act as Public Information Officer as needed.
- Work with management on overall brand strategy for assigned projects, including oversight of creation of websites content and design along with graphic design projects.
- Identify assets needed for each campaign/initiative and communicate to relevant team(s) in a timely manner.
- Identify Fair's brand identity design to create marketing collateral and promote SCF's Departments in a unifying theme.
- Provide creative direction and feedback to teams to ensure all marketing aligns with brand and campaign strategy.
- Create a cohesive media release plan and work extensively with the media when releasing press releases.
- Must have social media knowledge with a creative mindset to drive traffic and increase followers as well as have a comprehensive knowledge of paid media ads.
- Identify which social media platforms are beneficial to the Fair's brand and have knowledge of growing trends.
- Must have an understanding of contracts and work with the entertainment management team for approval process of media releases.
- Collaborate with other team members in support of marketing objectives: strategic communications, digital and multimedia services, outreach and engagement
- Work with staff to manage all online content including but not limited to social media, website, electronic posting on property.

- Interface with internal/external marketing support entities to ensure optimized content and presence that drives traffic and maximizes sales effectiveness.
- Promotion, brand awareness in all markets to maintain current and execute new business.
- Create and coordinate all collateral marketing materials including, brochures, print and, etc.
- Measure and report performance of all digital marketing campaigns and assess against goals. Identify trends and insights and optimize spend vs. performance based on the insights
- Create marketing content calendars for the release of advertising campaigns
- Collaborate with other departments to manage customer feedback
- Draft clear marketing copy for website for new public events
- Organize promotional activities for the Stanislaus County Fair
- Build and execute media strategies through competitive research, platform determination, benchmarking, messaging, and audience identification.
- Conduct ongoing visitor research to analyze customer satisfaction and prepare reports by collecting and analyzing data.
- Collaborate with the graphic designer to produce promotional materials.
- Provide onsite support for all media interviews and filming as needed.
- Work with external advertising creative agencies to create print, online, social media, radio, TV and outdoor media formats

Supervisory Responsibility

- Support staff for Fair time marketing operations will report to Marketing Manager

Qualifications

- Excellent writing skills and proficient in APA style writing.
- Website and graphic design knowledge and experience.
- Marketing knowledge and experience, preferably marketing events and/or venues. • Demonstrated interest and enthusiasm for marketing and communications (advertising, digital, marketing and PR).
- Strong project manager with a keen ability to keep projects on track. Ability to demonstrate leadership and ownership of projects.
- Excellent communication skills and a strong ability to interact with all in a professional, helpful, courteous, and tactful manner. Ability to communicate effectively, both orally and in writing. Excellent spelling, grammar and written English skills required.
- Excellent computer skills including proficiency with Microsoft Office (Excel, Word, and PowerPoint) and Social Media platforms. Ability to create high impact presentations.
- Ability to handle sensitive matters and exercise excellent judgment, discretion and confidentiality. • Must be creative yet analytical/financially oriented, resourceful in handling project roadblocks, and be a strong executer.
- Strong organizational and follow up skills with attention to details.
- Ability to build and maintain positive working relationships with management, co-workers, clients, and customers using principles of good customer service.

- Willingness to be flexible and work in a fast-paced environment with a changing workload and sudden shifts in priorities.
- Requires a willingness to take on new responsibilities and challenges as well as being open to change and to considerable variety in the workplace.
- Experience placing large advertising buys a plus
- Requires being responsible, reliable, and dependable to fulfill job obligations.

Minimum Requirements

- Bachelor's degree from four-year college or university; five years of marketing experience and/or training; or equivalent combination of education and experience.
- Possession of or ability to obtain a valid California driver's license and current automobile insurance.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit. The employee is frequently required to make repetitive hand movements in the performance of daily duties. Is occasionally required to stand; walk; reach with hands and arms and stoop, kneel or crouch. The employee must occasionally lift and/or move up to 25 pounds. Must be able to speak, hear and see. Vision requirements are close vision, distance vision, peripheral vision and ability to adjust focus.

Email jobs@stancofair.com to submit a resume or ask for additional information.