



Job Description

TITLE:	Marketing and Communications Coordinator
EMPLOYEE NAME:	
CLASSIFICATION:	Exempt, Full Time
REPORTS TO:	Executive Director
SUPERVISES:	Some seasonal staff
CLASSIFICATION/PAY RATE:	Exempt, Full Time; Salary of \$35,000.00

Purpose of position:

- To plan, develop, and implement the Organization's marketing strategies, marketing communications, and public relations activities, both internal and external. The Marketing and Communications Coordinator is also responsible for assigned areas of support during the annual Greater Gulf State Fair.

Essential Functions: (must be able to perform these functions, with or without a reasonable accommodation).

- Reflect, articulate, and promote the mission, vision, and identity of the organization.
- Responsible for creating, implementing, and measuring the success of a comprehensive marketing and communications program that will enhance The Grounds and the Greater Gulf State Fair image and position within the marketplace and the general public, and facilitate internal and external communications.
- Ensure articulation of the organization's desired image and position, assure consistent communication of image and position in the marketplace.
- Manages organization website and social media presence.
- Manages and purchases advertising in various forms of media.
- Manages trade payables and works with Executive Director to ensure accounts are paid in a timely manner.
- Manages employee benefits (Earned vacation/sick leave, 403b plan, health/dental insurance, ect) for employees of organization.
- Works with Executive Director to develop organization's public relations messaging.
- Directly supports the Executive Director with research, development, and implementation of organization's strategic plan.
- Attends and engages in activities supporting and driving the organization's image and community involvement (Chamber Events, Networking Opportunities, Community Engagement Events, ect)
- Works to develop relationships and opportunities with nonprofit and community organizations.
- With the assistance of staff, develops volunteer and seasonal staff training.
- Regular attendance is required as outlined in The Fairground's attendance policy.
- Acts as a positive role model in all aspects of professional performance.
- Observes safety procedures and personnel policies and ensures the same from staff.
- Management and production of all aspects of any assigned special or self produced events, including assisting Executive Director with preparation and administration of its respective budget.
- Perform related duties as assigned

Skills, knowledge and abilities: (these are required to enable job holder to perform the essential functions of the job).

- Must be able to interact cordially and productively with all employees, vendors, volunteers, and board members.
- Ability to handle multiple tasks effectively and possess excellent organization skills.
- Ability to work under pressure and to prioritize.
- Must be able to proficiently read, write, and communicate clearly in English.
- Must possess effective communications skills with ability to handle difficult people or situations.
- Must be able to use hands, fingers and wrists, repetitively primarily on a computer keyboard.
- Must be able to make logical, cost effective decisions based on the financial stability of the organization.
- Must be proficient in the use of Microsoft Software and Windows.
- Must be able to travel throughout town regularly and possibly out of town occasionally.

Marginal Functions: (Duties that are likely to be assigned to this person, unless he/she proves unable to perform them after receiving training and/or accommodations that the company judges appropriate).

- Other duties as assigned.

Experience and Education Requirements:

- Any combination of experience and training that would provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be college level training in public or business administration, facilities management, event management, or related fields; and increasingly responsible experience in fair or event management.
- Five (5) years of experience in related position/industry, preferred.
- Experience in a team management/leadership role, preferred.

Work conditions:

- Position primarily works in an office environment with some outdoor work leading up to and during events.

I have read and understand this job description and agree that I am able to fulfill the essential functions as stated above. I further understand that it is my responsibility to request an accommodation, if necessary, to fulfill the essential functions of this position.

Applicants can apply by:

- sending resume to jobs@mobilefair.com
- via LinkedIn at the following link:
https://www.linkedin.com/jobs/view/1098076373/?fbclid=IwAR2MMiapbaRU9REFovpZ3Pn8ZeOeh2yqnzy7c_hQeLkown3BbZHcGPYuPLdY