

RED RIVER VALLEY FAIR ASSOCIATION JOB DESCRIPTION

Job Title: Sponsorship & Marketing Coordinator
Non-Exempt Hourly Position

Reports To: General Manager

DUTIES AND RESPONSIBILITIES

Essential -

- Responsible for generating income through sponsorships and building relationships with community members.
 - Goals will be set jointly with the General Manager.
 - Act as a liaison between sponsors and the company.
 - Develop and solicitate sponsorship proposals.
 - Implement revenue maximizing sponsorship strategies.
 - Maintain productive and positive negotiations with sponsors.
 - Close and process sponsorship contracts
 - Integrate sponsors into promotional campaigns
 - Ensure the delivery of agreed sponsor benefits successfully.
 - Document all sponsorships and prepare logs for audit.
 - Build appropriate correspondence such as proposals, thank you letters and program outcome information.

- Responsible for implementing and executing the strategic marketing plan for the Red River Valley Fair Association in conjunction with a hired advertising agency. (e.g. off-season, Fair, Big Iron and Foundation)
 - Work with General Manager to determine marketing plan and budget.
 - Promote products and services through public relations initiatives in conjunction with the advertising agency.
 - Develop marketing communications campaigns.
 - Create press releases, media relations content, social media content, and speaking proposals with Management approval.
 - Identify, develop and execute communications strategy for key media contacts and customer references.
 - Research media coverage and industry trends.
 - Create, deliver, edit, and optimize marketing materials.
 - Ensure messages are supportive of and consistent with marketing strategies.
 - Deliver social media outreach via Twitter, Facebook, Snap Chat, Instagram, YouTube, email, and or direct mail etc. with current data.
 - Create mass-mail materials, brochures, and produce on-ground signage.
 - Maintain all company websites, Facebook pages and social media outlets with current data.

- Responsible for the purchase and distribution of event tickets and clothing
- Responsible for the coordination of volunteers.
- Responsible for maintaining the computer back up system, as well as domain contracts.
- File paper work; maintain office organization and other duties as assigned.
- Acts in accordance with the Policy Manual.
- Maintains good public relations at all times.

Qualifications Essential

- Bachelor's degree or equivalent.
- Excellent written, communication and organizational skills.
- Ability to read and understand budgets.
- Knowledge of Microsoft Office.
- Ability to multi-task with excellent time management skills.
- Team-player with a positive attitude.
- Climbing, stooping, kneeling, crouching, crawling, reaching, lifting objects from a lower to a higher position that weight 20 pounds or more, walking, fingering, grasping, talking and hearing.
- Works inside and outside and is subject to environmental conditions.
- Subject to atmospheric conditions including: Dust, animals, hay, and straw.
- Ability to perform essential duties efficiently and accurately with or without reasonable accommodations and without endangering incumbent and other employees.