



## NEBRASKA STATE FAIR POSITION DESCRIPTION MARKETING DIRECTOR

As of November 6, 2020

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### I. OVERVIEW

The Marketing Director is responsible for all marketing strategy, media relations, advertising budget, and sponsorship sales to promote and support the Nebraska State Fair, Aksarben and additional events as assigned. This position reports to the Executive Director.

**Each duty listed below makes up at least 20% of the position, and all other functions are included in "OTHER DUTIES AS ASSIGNED." All duties below are essential functions unless otherwise indicated.**

#### A. STRATEGY

- Constructs the long-term strategic promotional plan for Nebraska State Fair.
- Responsible Lead for budget development and allocation across media spectrum with consultation of Executive Director, appropriate Staff and Agencies.
- Responsible Lead for Accounts payable and Receivable for Marketing Department. Performs and communicates timely and accurate information for financial reporting.
- Writes, distributes and oversees review of any RFPs necessary for outsourcing to an agency of record, and any other supporting agencies or tactical support.
- Works with agency(s) for annual marketing campaign strategy, as it relates to long-term vision.
- Defines anchor attractions as prioritized with Executive Director and appropriate Staff annually and communicates rationale to agency(s).
- Provides strategic input to agency(s) as to primary and secondary target markets for each anchor attraction.
- Works with Executive Director, Agencies and Staff on strategies for bundling, on-sale, fire sales, customer response tactics and other marketing incentives.

#### B. TACTICS

- Writes all content for timely distribution to agency(s) and proofreads all content any agency(s) produces.
- Seeks approved content from all artists and or entertainers as required.
- Oversees website, assisting with content, images, links, video and other resources.
- Oversees social media campaign, particularly infusion such as moment marketing during State Fair.
- Identifies timely and properly plans for broadcast opportunities capturing adequate B-Roll.
- Writes or approves shot sheet for onsite photographer(s).
- Ensures collection of necessary clippings or affidavits promptly from paid media.
- Prepares post-Fair evaluation on marketing successes and challenges including ROI ratios.

**C. PUBLIC RELATIONS**

- Provides list of story ideas to Executive Director and appropriate Staff for review.
- Writes or proofs all releases with review by Executive Director, and creates pitch network selectively and strategically to key journalists.
- Secures interviews of newsworthy individuals during State Fair and year-round as needed. Coordinates availability and arranges scheduling to with media.
- Oversees clipping service and ensures service is efficient and remains valuable based on cost per point.

**D. SPONSORSHIPS**

- Oversees sponsorship strategy, budget, sales, contract preparation and fulfillment with appropriate Staff.
- Provides lead role responsible to procure significant cash sponsorships and negotiate mutually beneficial in-kind partnerships.
- Responsible that timely collection and accurate financial reporting of sponsorship transactions are recorded.
- Communicates closely with Vendor Sales Staff on placement of sponsor display space for functional and coordinated best use of resources.
- Insures parity among sponsorship engagements.

**E. SUPERVISION**

- Oversees all Marketing Department personnel including full time, part time seasonal, contracted or volunteer.
- Oversees Experiential Partnerships Manager.
- Oversees agency(s) work, deadlines, efficiency and results.
- Oversees any onsite photographer or videographer hired for Fair media (excluding Competitive Exhibit Departments win photos) for maximum timely publicity and future marketing use and opportunities.
- Hires intern(s) as budgeted annually: coordinates with college or university on potential credits for hire; advertises for, selects and trains intern(s); provides productive working environment with measurable standards for mutual student and Fair success.
- Recruits and supervises volunteers independently and in cooperation with Volunteer Coordinator.

**II. OTHER DUTIES AS ASSIGNED**

The person in this position performs a variety of other duties and special projects in support of Nebraska State Fair, Aksarben and other events as assigned by the Executive Director.

**III. EDUCATION & EXPERIENCE**

Bachelor's degree in marketing, communications, public relations, journalism, or related business field plus ten years working experience with a minimum of five years of managerial experience is required. Additional experience with focus in marketing, sponsorship or media preferred. Knowledge of and experience in public events, specifically Fairs would be particularly useful. The incumbent must have the ability to effectively manage and prioritize projects, identify strengths and build an efficient and effective team. This position requires knowledge, experience and strong skills in digital technology, media, design, copywriting, various computer programs, and excellent verbal and written communication skills.

**IV. ACCOUNTABILITY**

This position is responsible for the entire marketing, sponsorship and public relations effort for the Nebraska State Fair and its reputation. This position requires a person of unquestionable ethics and discretion with information. The incumbent must be capable of maintaining accurate and timely status and financial records and is accountable for regular hard deadlines. The ability to multitask is imperative. The position is responsible for daily communications and establishing and maintaining cooperative relationships with the Executive Director, Fair Staff and all those contacted in the course of work.

**V. INDEPENDENCE OF ACTION**

This position works within available established Nebraska State Fair guidelines and policies. This position requires independent thinking and the ability to reliably perform quality work, plan, organize and prioritize projects to meet deadlines without supervision.

**VI. WORK ENVIRONMENT/PHYSICAL DEMANDS**

The majority of work is performed in the Nebraska State Fair Offices within the Nebraska Building or on Fonner Park grounds. This position is occasionally a non-standard work week. The incumbent will need to be willingly available evenings and weekends to complete the work. The incumbent should be prepared to effectively perform at least a 14 consecutive day work period prior to and during the annual State Fair, Aksarben and other events. The position requires a valid driver's license for operation of common automobiles.

Work is performed in a fast-paced environment with potential for occasional stress. High energy and a positive attitude are prerequisites. Physical requirements include the ability to sit, reach, bend, manipulate folders or papers, lift items and operate office equipment in the performance of duties.