



NEBRASKA STATE FAIR POSITION DESCRIPTION Director of Sales

As of November 9, 2020

I. OVERVIEW

This position reports to the Deputy Director. The Sales Director is responsible for commercial facility rental for the Fair's Events currently known as the Nebraska State Fair, Aksarben Stock Show, and The NebraskaN Stock Show (Events). Primary duties include establishing, fulfilling, and managing contracted space use bookings with Vendors and Concessionaires, also with Programming Partners, and Sponsors. Working with CAD software to establish efficient and workable event layouts is a part of this position. This position also is responsible for working closely with NE State Fair's internal departments of Operations, Marketing, and Sponsorships. This position oversees the Sales Deputy and seasonal Building/Outdoor Superintendents.

Each duty listed below makes up at least 30% of the position, and all other functions are included in "OTHER DUTIES AS ASSIGNED." All duties below are essential functions unless otherwise indicated.

A. VENDOR and CONCESSION BOOKING

- Contract with quality commercial vendors, informational booths, and concessionaire partners for the annual NSF Events.
- Recruit new commercial, concession, and programming partners regularly to enhance all aspects of "Nebraska" and Agriculture in the Commercial Markets.
- Create and present space options for Sponsorship displays/booth space.
- Recognize and present needs for consolidated Partner/Lessee utilities including electric, water, sewer, and other to NSF Operations and Electrical Team.
- AutoCAD map creations and update of facility drawings.
 - Includes Buildings, Barns, Market Place and other outdoor locations.
 - Booth and pen outlines, utilities, capacities, furniture and equipment, etc.
- Set and meet Sales Department budget goals for space rental sales, setups, and operations.
- Understand and approve Sales Dept correspondence, contracts and other documents.

B. OTHER PARTNERSHIPS

- Contract with programming partners who have space needs for the annual NSF Events.
- Recruit new Programming Partners regularly.
- Programming Partners including, but not limited to:
 - NE Freemasons Child ID, Operation Livesaver, Nebraska State Patrol
 - GROW NE and multiple other Nebraska Partners
 - Antique Tractor Clubs, Tri Cities Model RR Club, Grand Island Modelers Club
 - And Others
- Create and implement a renewed Sustainability Program including
 - Sustainability education and engagement during annual Events as able.
 - Engage with Community Partners to bring interactive and hands on educational activities to annual Events.

- Update and implement the Waste Diversion Plan including
 - Document and record current Recycling and Composting collections
 - Work with Partners to determine and to improve annual waste diversion efforts.
 - Establish and implement waste reduction efforts for the Nebraska State Fair

C. COMMUNICATION AND TEAMWORK

- Maintain, update, enforce, and uphold the Nebraska State Fair Rules and Regulations in all work environments, with all Partners and Staff, and Board.
- Provides contemporary project overview of Department projects to Staff Team on weekly basis and to the Fair Board as requested.
- Participate in a healthy and communicative Office and Event environment while maintaining a focus on the Sales Department as top priority.
- Assist with a variety of event planning areas as needed.
- Communicate with Sales Deputy on regular basis to ensure Department’s fulfillment of tasks and correspondence with Partners.
- Community engagement to cultivate new and to further existing projects and partnership.

II. OTHER DUTIES AS ASSIGNED

This position performs a variety of other duties as assigned by the Deputy and/or the Executive Director, including special projects, and other duties in support of Nebraska State Fair.

III. EDUCATION & EXPERIENCE

Bachelor degree in business, or related field, preferred. Experience in a similar budget emphasized management role required.

This position requires strong experience working in a professional office environment, professional customer service skills, well-developed interpersonal and communication skills, multi-tasking and organizational skills. The role needs working knowledge of office procedures, equipment and other technological functions. Must have strong computer literacy particularly in the Microsoft Office Suite, AutoCAD LT, Event Pro booking software, and diverse ability to adapt to new programs.

IV. ACCOUNTABILITY

This position is accountable to the Deputy Director for managing the Sales Department. Work is covered by established protocols and the Deputy Director is available for guidance.

V. INDEPENDENCE OF ACTION

This position works within established Nebraska State Fair guidelines and policies. This position operates both independently and as a Team, and must organize and prioritize individual projects to meet deadlines.

VI. WORK ENVIRONMENT/PHYSICAL DEMANDS

Work is performed in a fast-paced environment. Physical requirements include the ability to sit, reach, bend, manipulate folders or papers, lift items and operate office equipment in the performance of duties.

Travel is typically limited to Board meetings when they may occur in a city apart from Grand Island. The incumbent may be required to work long days and long hours prior to and during Nebraska State Fair Events and must be prepared to work up to 21-day consecutive work day periods when warranted.