



NEBRASKA STATE FAIR POSITION DESCRIPTION SPONSORSHIP & HOSPITALITY DIRECTOR

October 6, 2022

I. OVERVIEW:

This position is responsible for building and leading all phases of a sponsorship program for the Nebraska State Fair and Aksarben Stock Show. This involves responsibility for developing and maintaining a plan for the sponsor program to meet or exceed the overall business objectives. Responsibilities include sponsor prospecting, proposal customization and presentation, contract revision and servicing, and sponsor fulfillment and support. The Sponsorship and Hospitality Director will report to the Marketing Director.

Each duty listed below makes up at least 40% (if A is 55% and B is 40%, then 5% is left for other duties) of the position, and all other functions are included in "OTHER DUTIES AS ASSIGNED." All duties below are essential functions unless otherwise indicated.

A. ESSENTIAL SPONSORSHIP DUTIES AND RESPONSIBILITIES:

- Develop and implement a Nebraska State Fair official sponsorship sales recruitment and maintenance plan for increasing revenues in a cost-effective manner. Target objectives include increasing sponsorship sales and creating sponsorship products and licensing arrangements in order to meet or exceed the overall business objectives. The plan shall include a sponsorship agreement, a listing of available assets, and a formula for benefit values and calculations.
- Develop and implement a sponsorship budget to achieve financial goals.
- Develop, maintain, and implement Program guidelines to increase sponsorship recruitment, satisfaction, and support.
- Manage all sponsorship and hospitality activities. Responsible for sponsor prospecting, proposal customization and presentation, contract revision and servicing, sponsor follow-up and support, on-site development and representing the Nebraska State Fair at industry functions.
- Interface with Marketing to create and manage online sponsorship activations to ensure a steady stream of benefits and fulfillment for future sales.
- Manage all phases of activation to meet and exceed sponsor expectations
- Submit progress plans, prospect activity, and forecast reports, on a weekly basis, to provide performance updates. Perform other duties as assigned.
- Assist Marketing Director to hire and/or recruit qualified assistance personnel as needed

B. ESSENTIAL HOSPITALITY DUTIES AND RESPONSIBILITIES:

- Organize and coordinate hospitality events reservations, requests, and amenities
- Supervise and oversee all details for each hospitality event: venue, staffing, cleaning, equipment, catering, bar, and special requests.
- Check supplies and equipment quantity and quality
- Manage budgets and work within procurement parameters defined in the Procurement Policy.
- Develop and communicate event details with Nebraska State Fair Staff.
- Establish standards for customer service, and over all experience
- Ensure adherence to relevant legal, health and safety regulations and guidelines
- Keep and update relevant documents and records
- Create reports for staff and designated hospitality assistance personnel
- Contribute to State Fair Team Building events and activities including the Volunteer program banquet(s) and training sessions, NAFM activities, Zone 5 hosting, and other similar events and activities.
- Work with the Team to concept ideas and items to order and maintain inventory on the SWAG items.
- Participate in the organizations donation list. Prepare certificates and packages as necessary, distribute based on the approved donation guidelines.

II. OTHER DUTIES AS ASSIGNED:

This position performs a variety of other duties as assigned, including special projects, and other duties in support of Nebraska State Fair.

III. EDUCATION & EXPERIENCE:

Two-year degree in business, English or related field, preferred. Experience in a similar role required. Working knowledge of industry standards and formulas to project and calculate ROI.

This position requires meticulous scheduling skills, strong experience in time management, 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 and diverse ability to adapt to new programs.

IV. ACCOUNTABILITY:

This position is accountable to the Marketing Director for managing the sponsorship and hospitality functions. All work is covered by established guidelines and the Marketing Director, Deputy Executive Director, and Executive Director are available for guidance.

V. INDEPENDENCE OF ACTION:

This position works within established Nebraska State Fair guidelines and policies. This position operates independently and must organize and prioritize projects to meet deadlines.

VI. WORK ENVIRONMENT/PHYSICAL DEMANDS:

Occasional travel by airplane and automobile in conducting business is necessary. Ability to communicate orally with board of directors, customers, vendors, management, and other co-workers, both individually and in front of a group is crucial. Regular use of the telephone and e-mail for communication is essential.

Sitting for extended periods is common. Hearing and vision within normal ranges is essential for normal conversations, to receive ordinary information and to prepare or inspect documents.

No heavy lifting is expected. Exertion of up to 50 lbs. of force occasionally may be required. Good manual dexterity for the use of common office equipment such as computer terminals, calculator, copiers, and FAX machines.

Good reasoning ability is required to solve a wide range of business problems. Able to apply statistical calculations, analysis of variance, correlation techniques, and sampling theory as well as algebra, linear equations, and other analytics as required. Able to understand and utilize financial reports and legal documents to conduct business.

This is an overtime exempt position. The position includes significant independent decision making and retains the ability to sign and commit to sponsorship related contracts on behalf of the organization.

The successful candidate may be required to work long days and long hours prior to and during Nebraska State Fair and Aksarben Stock Show and should be prepared to work at 14-day consecutive work periods when warranted.