



NEBRASKA STATE FAIR & AKSARBEN STOCK SHOW MARKETING & HOSPITALITY MANAGER



November 15, 2025

SUMMARY:

This employee will be experienced in all aspects of advertising and hospitality planning and execution and is charged with establishing brand standards and full scope implantation for the State Fair and Aksarben marketing as well as partner relationships and overall guest satisfaction.

DUTIES AND ESSENTIAL JOB FUNCTIONS:

- Utilize Adobe Creative Suite to coordinate and complete all graphic design projects in-house including but not limited to InDesign, Illustrator and Photoshop.
- Work with marketing director to maintain uniform branding across all digital and print mediums.
- Assist with updating and managing website and app for the Nebraska State Fair.
- Assist with curating and scheduling social media content, as needed.
- Manage all digital screens during Fair to ensure that accurate and timely information is displayed correctly, and all screens are in working order through the event.
- Create and adapt a monthly newsletter to inform Fair Fan Club of announcements, sales, upcoming events and more.
- Support the sponsorship department by carrying out sponsorship fulfillment as it relates to banners, logos on screens, hospitality needs, videos on screens, etc.
- Manage the Nebraska State Fair brand and image by developing, guiding, and maintaining company-wide quality standards for documents, media, grounds and environment.
- Organize and coordinate hospitality events reservations, requests, and amenities, including recruitment of new businesses and organizations to fill hospitality spaces.
- Supervise and oversee all details for each hospitality event: venue, staffing, cleaning, equipment, catering, bar, and special requests.
- Establish standards for customer service, and overall guest experience, including coordination of annual guest survey.
- 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 County Fairs to coordinate the County Fair Tour and District Meeting schedules.
- Plan and execute AKSS Reception and sponsors handing out awards during the event.
- Other special projects and duties as assigned.

POSITION REQUIREMENTS:

- Proficiency in Adobe Creative Suite: InDesign, Illustrator and Photoshop.
- Exemplary communication skills.
- Must have the ability to read, follow, and implement assigned projects within advertising, hospitality and sponsorship departments.
- Must be willing to work in-person at the Nebraska State Fair office.
- Travel as needed, including some nights and weekends, especially during events.
- Be an active member of the community and fair industry.

EDUCATION & EXPERIENCE:

A college degree in a related field is preferred. Experience in a similar role is required. This position requires meticulous scheduling skills, 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. Bilingual abilities are preferred. Must have strong computer literacy particularly in the Microsoft Office Suite and diverse ability to adapt to new programs.

ACCOUNTABILITY:

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

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.

WORK ENVIRONMENT/PHYSICAL DEMANDS:

Occasional travel by airplane and automobile in conducting business is necessary. The 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 30 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. The incumbent may be required to work long days and long hours prior to and during Nebraska State Fair and Aksarben Stock Show and is prepared to work at 20-day consecutive work periods when warranted.