

**ERIE COUNTY AGRICULTURAL SOCIETY**  
**ERIE COUNTY FAIR, HAMBURG, NEW YORK**  
**CHIEF MARKETING OFFICER**  
**Full-time, Exempt**

The Erie County Agricultural Society is looking for a Chief Marketing Officer to lead our Marketing, Creative and Sponsorship teams for the year-round Fairgrounds events in addition to the Erie County Fair.

Job Overview

- Work directly with the CEO and other department Managers
- Directly responsible for the overall administration, coordination and leadership of the sponsorship sales, creative and PR/Marketing functions, both short and long range, targeted toward existing and new markets by performing the essential functions personally or through subordinates
- Manage the organization's brand and reputation, ensuring a favorable public view

Marketing Manager Essential Functions

- Providing strategic and tactical leadership of the sponsorship sales, special events, creative/socials and PR/marketing functions
- Develops and manages sponsorship, creative/socials and PR/marketing operation budget
- Analyzes and controls expenditures of sponsorship, creative/socials and PR/marketing to conform to budget
- Directs staffing, training and performance evaluations to develop and oversee programs
- Work in a team-based environment to achieve common goals
- Plans and oversees advertising and promotion of activities including print, online electronic media and direct mail
- Ensures effective control of marketing results and takes corrective action to guarantee that achievement of marketing goals are achieved
- Oversee and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions
- Establish and maintain strong working relationship with employees, affiliates, customers, industry influencers and key strategic partners
- Oversight of the advertising buy and public relations campaign for the Erie County Fair and other ECAS produced events

Abilities

- Ability to relate to employees at all levels and adjust management style accordingly
- Excellent communication skills and abilities in leading, motivating and managing a team to produce quality outcomes within tight timeframes and simultaneously managing several projects
- Exceptional organizational skills

- Experience in marketing strategy, advertising campaigns and successful public relations efforts
- Ability to participate in and facilitate group meetings
- Positive attitude, confidence, high standards of execution, solid problem-solving skills with a sense of urgency regarding problem resolution and flexibility
- Ability to learn quickly and be self-motivated
- Ability to push/lift 50lbs
- Strong computer skills and experience with Microsoft Office (Word, Excel, Outlook etc.)
- Ability to work nights, weekends and holidays when needed

### Requirements

Bachelor's degree required in public relations, sponsorship, marketing, communication, business administration or related field. Master's degree preferred. Minimum of 5 years of executive management experience in marketing role. Proven track record of building and growing marketing and sponsorship operations. Prior Fair or event experience is a benefit.

To apply send resume to: [Jobposting@ecfair.org](mailto:Jobposting@ecfair.org)

All applicants are thanked in advance and advised that only those selected for interviews will be contacted.