

Buffalo County Fairgrounds / Buffalo County Agricultural Association
Marketing & Sponsorship Manager
Kearney, NE

Marketing

- Work with manager to promote BCFG events
- Promotions with sponsors/media partners during the fair
- Comfortable going on to the radio/TV for promotion for the fair and BCFG sponsored events
- Facility marketing to potential new trade shows, corporate groups, individuals and couples
- Ability to verbally explain facilities as well as show buildings to potential clients for a variety of events
- Maintain, protect and promote branding of the fairgrounds and the fair
- Knowledge of digital media, SEO, Google Analytics
- Website management- knowledge of WordPress and basic html a plus
- Continue facility signage/billboard program: renewing contracts, selling additional spots, etc.
- Knowledge of email marketing and Hive
- Maintain relationship with LandMark Implement, Midway Auto Dealerships
- Knowledge of LandMark Implement Arena naming rights contract and continuation of program if desired by manager and fair board
- Work with food and beverage manager to promote fairgrounds catering
- Attend fair board meetings to discuss marketing and sponsorship efforts, responsible for recording meeting minutes
- General phone answering, dealing with customers, emails, etc.

Social Media

- Extensive knowledge of Facebook, Twitter, Instagram, TikTok, etc
- Social media best practices
- Current knowledge of social media trends and methods
- Utilize Agorapulse to post to social media and schedule posts
- Experience purchasing advertising through social media sites such as Facebook, Twitter, Instagram
- Social media campaign experience desired
- Make decisions of how/when to advertise annual events on Social Media
- Real time posts during events and fair

Advertising the Buffalo County Fair

- Stay within a budget
- Media Planning/buying
- Negotiating contracts
- Media and advertisement copywriting
- Plan where/how to advertise and which channels are best
- Graphic design of print media and graphics for social media
- Knowledge of Adobe Software, Canva, Microsoft Office a plus
- Campaign creation, targeting and segmenting knowledge very important
- Knowledge of ShoWorks a plus
- Coordinate Open Class

Fair Sponsorship

- Maintain current sponsor relationships and prospect for new possible sponsors
- Negotiate sponsorship details
- Complete contracts for sponsorship fulfillment

Event Management-Fair

- Working knowledge of the Buffalo County Fair and its parts
- Schedule and check on strolling acts, advertising their performances throughout the grounds during the event
- Work on inside commercial vendor area with admin assistant on special events, promotions, and make connections with the commercial vendors.
- Any duties as assigned during concerts/shows
- Photography skills a plus
- Ensure all sponsorship fulfillment
- Coordinate and communicate with Wreckless Promotions on demolition derby sponsors
- Thorough understanding of ticketing system (ETIX)
- Coordinate volunteers (Colonels/Envoys)
- Create, plan and execute additional daily events during fair, includes Special Needs Day, Girls Night Out, Sponsor Party, etc
- Schedule office help during Fair

Experience

- Bachelor's degree in marketing, communications, public relations, journalism, or related business field. Knowledge of and experience in public events, specifically Fairs would be particularly useful. Must have the ability to effectively manage and prioritize projects. This position requires knowledge, experience and strong skills in digital technology, media, design, copywriting, creative talents, various

computer programs, and excellent verbal and written communication skills.

Work Environment/Physical Demands

- This position will need to be willingly available evenings and weekends to complete the work, on occasion. The incumbent should be prepared to effectively perform at least a 10 consecutive day work period prior to and during the annual Buffalo County Fair, Cattlemen's Class 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.

Salary Varies based on Experience

\$45,000 - \$70,000

Reports directly to Manager

TO APPLY:

Send resume and cover letter to Dave Roseberry at droseberry@buffalocountyfairgrounds.com or to PO BOX 74, Kearney, NE 68848. Position will post until filled. Buffalo County Agricultural Association is an equal opportunity employer.