



## **POSITION ANNOUNCEMENT**

**POSITION:** Event Sales and Coordination Manager

**SALARY:** \$80,000 to \$100,000/year, based on experience

At the Alameda County Agricultural Fair Association, we are dedicated to the management of the Alameda County Fairgrounds and the preservation of the annual Alameda County Fair. We are driven to assure long-term viability of the Fairgrounds, present an exceptional annual Fair and provide year-round opportunities that celebrates the heritage and diversity of our county. As employees, we strive to focus on our values--inclusiveness, excellence, collaboration, innovation, positivity, team success, community and environment.

The Alameda County Agricultural Fair Association is a non-profit organization managing nearly 300 events held on our property each year. Home to the Annual Alameda County Fair and public and private events including large consumer and trade shows, festivals, corporate events, concerts, graduations, picnics, weddings and other social events.

### **POSITION SCOPE:**

This is a regular, full time, exempt position reporting to the CEO. This position is responsible for managing a dynamic team of event coordinators, directing events and event-related contractors, generating local sponsorship, meeting sales goals and managing fair time and race meet venues. Organized and deadline conscious with the ability to multi-task in a fast paced environment is essential for success in this position. Requires attention to detail and excellent written and verbal communication skills. The ideal Manager will work independently to deliver results, manage multiple projects at a high standard and work a flexible schedule as warranted by the business.

### **YOU WILL:**

- Own, drive and manage all aspects of the event scheduling calendar to maximize venue bookings
- Coordinate with cross-functional team to align key event objectives, elements, and deliverables
- Develop and implement process improvement strategies to streamline Events department policies and procedures
- Monitor and enact compliance of regulatory rules including state and local health orders, ADA and fire codes
- Work closely with Business Development Representative on sales strategies to increase presence in developing markets
- Manage and create positive client relationships with business partners, event promoters, and in-house teams through effective communication, cooperation and relationship building
- Create and direct local sponsorship opportunities
- Achieve weekly, monthly and yearly department goals
- Actively participate with business partners to promote rental of facility
- Manage on-site contractors such as food and beverage, first responders, ATM and other event related operations
- Ensure team is effectively coordinating complete setup of assigned events, installation, contract specifications and floor plans
- Manage in-house event venues including Trackside Terrace and Skylounge
- Effectively communicate event information to stakeholders
- Lead weekly meetings to discuss upcoming event details and post event recaps
- Attend pre-planning site visits, strategy meetings and/or vendor meetings for Event department events as required
- Proof department's Event Work Orders and Invoices for accuracy
- Assist with Annual Fair related events and programs
- Coach, train and develop staff
- Foster positive work environment
- Participate on the Strategic Management Team and Operational Management Team

**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:****Knowledge of:**

- Event coordination for customer and project management required
- Understanding of large event procedures and logistics, security, insurance, emergency action plans, and communications
- Staff development, motivation and team building
- Financials and budget processes

**Ability to:**

- Meet all deadlines
- Communicate professionally and effectively in verbal, written and presentation modes
- Maintain a professional attitude and positive representation of Alameda County Agricultural Fair Association at all times
- Lead, develop and manage cross-functional teams
- Manage multiple projects simultaneously
- Talent to adapt to unforeseeable challenges and opportunities with a solution-oriented perspective
- Work a flexible schedule, including nights and weekends
- Work independently and effectively under pressure
- Walk, sit and lift 20 lbs. as part of the day-to-day work experience

**Experience/Education:**

- BA/BS in Business Administration, Hospitality or related field
- Minimum of 5 years of experience in Event Management at an exposition center, arena, convention center, fairgrounds, park or large event facility
- Proficient in computer programs such as: Microsoft Suite and G Suite by Google
- Experience with event management software, Ungerboeck and/or AllSeated is a plus

**Other Requirements:**

- Professionally networked within community and industry related events
- Highly organized, flexible and adaptable to change
- Detail oriented

Alameda County Fair Association is an Equal Opportunity Employer and encourages all qualified persons to apply.

**Please submit your resume to:**

jobs@alamedacountyfair.com

By fax: 925 426-5196

By mail: 4501 Pleasanton Avenue, Pleasanton CA 94566 Attn: Patti Coonce