



POSITION OPENING

POSITION: Marketing & Event Coordinator

SALARY: \$26.00 to \$30.00, based on qualifications

For over 100 years the Alameda County Fairgrounds & Event Center has been a part of the community hosting live horse racing, over 250 events a year and an annual Fair that includes live concerts, tasting fests and cultural festivals that bring in nearly a half-million guests every summer. We are the Alameda County Agricultural Fair Association, a non-profit dedicated to managing the Fairgrounds.

The Alameda County Fair team is driven to assure the long-term viability of the Fairgrounds, present an exceptional annual Fair and provide year-round opportunities that celebrate the heritage and diversity of our county. As employees, we strive to focus on our values-community, inclusive, excellence, collaborative, innovative, positive, environment and the celebration of our successes!

POSITION SUMMARY:

The Marketing & Events Coordinator is a full time, hourly (non-exempt) position. This position is an integral part of the ACAFA team, responsible for leading marketing events and efforts related to both the annual Fair and year round events. The Marketing & Events Coordinator will coordinate and attend marketing events as well as develop project schedules, assignments and timelines for the marketing team and freelance designers to create small and large-scale signage, collateral and promotions.

RESPONSIBILITIES:

- Collaborate with Marketing Manager to develop and execute organizational and sales goals
- Coordinate incoming projects including receiving requests, communicate status updates with requester and follow up as needed, cross-functionally
- Assign and traffic projects to in-house and freelance graphic and web designers, videographers, copy writers and printers
- Oversee Fairgrounds and Fair signage, including coordinating the on-grounds Sign Shop and looking for opportunities to improve existing signage
- Help coordinate Fairtime special events and special tickets such as promotional events, school tickets, senior tickets, racing forms and box seats
- Coordinate collateral, signage, video and local print ad projects
- Fulfill marketing efforts for businesses hosting events at the Alameda County Fairgrounds and Event Center
- Review marketing and communication plans for multiple Fairground businesses annually to ensure marketing is completing the plan; traffic as needed
- Support the marketing and admissions team with special projects
- Coordinate and manage ACAFA booth at local county events including logistics, decorating, staffing, contracts, payments and giveaways

- Help to align event strategy to marketing initiatives to build brand awareness at all community events to drive engagement and sales
- Assist with coordinating and submitting industry award programs (WFA and IAFE)
- Assist with activating sponsorship sales obligations
- Coordinate the marketing Fair work orders working with the Events and Maintenance teams
- Coordinate the marketing team signage work orders and signage install/uninstall schedule
- Maintain ongoing marketing and admissions product and sales reports on Excel
- Maintain and fulfill gift certificate program
- Maintain marketing spreadsheets to track promotions, projects and sales
- Maintain marketing inventory and equipment

REQUIRED SKILLS AND EXPERIENCES:

- Bachelor's degree from a four-year college or university; or 2-3 years related experience or equivalent combination of education and experience
- Experience in project coordination, trafficking and marketing
- Energy and passion for starting, owning and seeing complex projects through to completion
- Effective communication with all levels of the organization
- Excellent written and oral communication skills
- Skilled at proofing design and copy
- Minimum of 2 year marketing experience
- Highly organized and able to manage multiple projects with tight deadlines
- Solution oriented, deadline driven and sales focused
- Advanced knowledge of Excel and Microsoft Office Suite and Google Tools, experience with project management software tools a plus
- Experience with design and social media a plus
- Ability to work well within a team of designers, copy writers, vendors and media buyers
- Deadline driven and detail oriented
- Maintain positive relationship and communication with all other departments, contractors and on-site vendors
- Some weekend work required
- Ability to lift 30 lbs.
- Ability to keep information confidential as directed

The Alameda County Agricultural Fair Association is an Equal Opportunity Employer and we encourage all qualified persons to apply.

Please submit your resume to:

jobs@almedacountyfair.com

By Fax: 925 426-5192

By Mail: 4501 Pleasanton Avenue, Pleasanton, CA 94566 Attn: Traci Brumm