



**POSITION:** Marketing & Business Development Admin

**REPORTS TO:** Director of Marketing and Business Development

**DATE OPENED:** November 9, 2022

**DATE CLOSED:** When filled

**SALARY:** \$ 22.00 to \$25.00, based on relative experience

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 Admin is a full time, hourly (non-exempt) position. This position is an integral part of the ACAFA team, responsible for supporting marketing efforts related to both the annual Fair and year round events. The Marketing Admin will coordinate and attend marketing events as well as support the marketing department with projects, schedules, assignments and timelines.

**RESPONSIBILITIES:**

- Support the marketing, sponsor and admissions team with special projects
- Using Excel and Google Sheets, coordinate and traffic projects to in-house and freelance graphic and web designers, videographers, copy writers and printers
- Coordinate signage assignments and installation working with the on-grounds Sign Shop
- Help support Fairtime special events and special tickets such as promotional events
- Assist with collateral, signage, video and local print ad projects
- Coordinate marketing assets for businesses hosting events at the Alameda County Fairgrounds and Event Center
- Coordinate and manage ACAFA booth at local county events
- Assist with coordinating and submitting industry award programs
- Coordinate the marketing, sponsor and admissions Fair work orders
- Assist with activating sponsorship sales obligations
- Maintain ongoing sponsor and admissions sales reports in Excel

- Maintain marketing spreadsheets to track promotions, projects and sales
- Assist with admissions reporting
- Maintain marketing inventory and equipment

**REQUIRED SKILLS:**

- 1-2 years related experience or equivalent combination of education and experience
- Advanced knowledge of Excel and Microsoft Office Suite and Google Tools, experience with project management software tools a plus
- Experience in project coordination
- Energy and passion for starting, owning and seeing complex projects through to completion
- Excellent written and oral communication skills
- Highly organized and able to manage multiple projects with tight deadlines
- Deadline driven and detail oriented
- Maintain positive relationship and communication with other departments, contractors and on-site vendors
- Some weekend work required
- Ability to lift 30 lbs

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](mailto:jobs@almedacountyfair.com)

**By Fax: 925 426-5192**

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