



POSITION OPENING

POSITION: Marketing Supervisor

LOCATION: Pleasanton, California

SALARY: \$70,000 to 78,000/year, based on experience

For over 100 years the Alameda County Fairgrounds has been a part of the community hosting over 250 events a year and an annual Fair that includes live concerts, tasting fests and cultural festivals and live horse racing 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 community. As employees, we focus on our values-community, inclusive, excellence, collaborative, innovative, positive, environment and the celebration of our successes!

POSITION SCOPE:

This is a full time position starting in January 2024. The Marketing Supervisor is responsible for leading marketing, PR and admissions related to the annual Fair and year-round events. Working with the marketing team to develop the creative, messaging, strategy and plans for all marketing and communications, including creative brief development, campaign planning and themes. The Marketing Supervisor reports to the Director of Marketing and Business Development.

YOU WILL:

- **Collaborate** - develop all marketing plans and execute business goals for the organization with the goal of growing sales across all businesses through coordination and development with Director of Marketing and Business Development
- **Lead** - supervise marketing team and manage schedules
- **Recruit** - hire and train new team members, interns and contractors
- **Plan** - write and implement strategic marketing plans for multiple business units
- **Project trafficking management** - manage project priorities, workflow and results with the Marketing Traffic Coordinator for thousands of projects a year
- **Digital marketing** - coordinate all digital marketing efforts
- **Media buying** - working with the media buyers, build a media plan to support the annual Fair
- **Traditional marketing** - create assets and manage schedules for traditional media including commercials, radio, billboards and print
- **Email** - write and design, as well as build campaigns, create content calendar and report sales results
- **Social media** - work with the team to coordinate various social media pages and create all advertising campaigns across platforms to promote products and build sales
- **Copy and edit** - write and edit communication projects, including collateral, web pages, digital ads, videos and signage
- **Content management** - write messaging including social media, blogs, PR, collateral, radio scripts, presentations and more
- **Design** - working with various designers and programs, design email, social media, commercials and digital assets for various marketing campaigns staying within brand
- **Public relations** - work with PR specialist and media partners to manage the press release schedule, media requests and help with being the PIO

- **Websites** - coordinate website content for four businesses, work with website agency to edit copy and images/videos
- **Photography and video** - manage video projects, photo shoots and partners
- **Analytics** - measure results from marketing activities, Google, Facebook; translate into best practices
- **Memberships** - coordinate memberships and ticket sales; oversee ticket design and distribution, messaging and analytic reporting
- **Marketing events** - lead team in coordinating community events to increase Fair attendance and year round corporate event bookings
- **Teamwork** - work with a variety of internal and external customers and partners, varying in seniority and experience

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

- Bachelor's degree from a four-year college or university or relevant related experience
- A minimum of five years of demonstrated experience in marketing including social media advertising, building multi-layered campaigns and at least two years managing a team
- Advanced knowledge of email, digital and traditional marketing; including working with contractors to create assets (television, radio, outdoor billboards, print, digital)
- Proven ability to supervise a team including coordinators and partners, such as designers, copy writers, freelancers and media buyers
- Background working on highly creative campaigns
- Advanced knowledge of Microsoft Office Suite, SharePoint, Teams, Canva, Google Analytics
- Experience with project trafficking systems - knowledge of Asana a plus
- Social media advertising expert; strong knowledge of Meta Business Suite and LinkedIn
- Email campaign background using MailChimp or Hive
- Knowledge of website best practices
- Excellent verbal, interpersonal, editing and writing skills
- Experience working and speaking with the media
- Skilled event planning experience executing in-person community events
- The capacity to learn quickly in a fast-paced environment, excellent organizational skills
- Ability to stay organized and manage multiple projects with tight deadlines
- Able to keep information confidential as directed
- Ability to work a flexible schedule including weekends and the annual summer Fair in June and July

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: Traci Brumm