



NEBRASKA STATE FAIR
POSITION DESCRIPTION
MARKETING DIRECTOR
As of January 2024



I. OVERVIEW

Working within the Nebraska State Fair's Core Values, the Marketing Director is responsible for all marketing strategy, media relations, social media, streaming, grounds signage, website, mobile app, gatebook, daily sheets, and the marketing and sponsorship budgets to promote and manage the Nebraska State Fair, Aksarben, and additional events as assigned. Marketing Director will supervise and guide the sponsorship coordinator and oversee the partnership development and maintenance, as well as implementation of all sponsor agreements. This position reports to the Executive Director.

Duties listed below make up at least 90% of the position, and all other functions are included in "OTHER DUTIES AS ASSIGNED." All duties below are essential functions unless otherwise indicated.

• STRATEGY

- Constructs the long-term strategic marketing plan for Nebraska State Fair.
- Responsible for development of marketing and sponsorship budgets and allocation across media spectrums with consultation of Executive Director, appropriate Staff and Agencies.
- Responsible for Accounts Payable & Receivable for Market & Sponsor Departments.
- Performs and communicates timely and accurate information for financial reporting.
- Writes, distributes, and oversees review of any RFPs necessary for outsourcing to an agency of record and any other supporting agencies, tactical support, and department related projects as per Nebraska State Fair current procurement policy.
- Works with agency(s) for annual marketing campaign strategy, as it relates to long-term vision.
- Defines anchor attractions as prioritized with Executive Director and appropriate Staff annually and communicates rationale to agency(s).
- Provides strategic input to agency(s) as to primary and secondary target markets for each anchor attraction.
- Works with Executive Director, Agencies and Staff on strategies for bundling, on-sale, fire sales, customer response tactics and other marketing incentives.
- Writes, reviews, and shares all news releases. Check facts prior to distribution. Inclusive of approval by anyone named or quoted in the release.
- Development of templates for releases that relate to emergency/disaster events.
- Creative Design-Development of the "Look" of Nebraska State Fair
- Management of media buys that may include radio, tv, billboards, digital, geofencing, target display, print advertising, etc.
- Coordinate State Fair participation in activities with year-round events that may include: St. Jude, United Way, Holiday Celebrations, Hope Harbor, Salvation Army, Grand Island tourism, and other local programs.
- Oversight of social media, websites, mobile app, and public use guides/tools for the State Fair and Aksarben Stock Show.
- Coordinate media activity for and during the annual Nebraska State Fair and Aksarben.
- Develop, plan, implement marketing strategy for Aksarben
- Schedule appropriate person to conduct live interviews with all media.
- Oversees the grounds signage needs, which includes permanent and temporary signage.
- Responsible for distributing the streaming events that occur in the Birthing Pavilion, Five

Points Bank Arena, and the Aurora Cooperative Pavilion.

- **TACTICS**
 - Writes all content for timely distribution to agency(s) and proofreads all content any agency(s) produces.
 - Seeks approved content from all artists and or entertainers as required.
 - Oversees website & Mobile App, assisting with content, images, links, video and other resources.
 - Oversees social media campaign, particularly infusion such as moment marketing during State Fair.
 - Identifies timely and properly plans for broadcast opportunities.
 - Writes or approves shot sheet for onsite photographer(s).
 - Ensures collection of necessary clippings or affidavits promptly from paid media.
 - Prepares post-Fair evaluation on marketing successes and challenges including, CTR, Conversion rates and ROI ratios when available.

- **PUBLIC RELATIONS**
 - Provides list of story ideas to Executive Director and appropriate Staff for review.
 - Writes or proofs all releases with review by Executive Director (plus 2), and creates pitch network selectively and strategically to key journalists.
 - Secures interviews of newsworthy individuals during State Fair and year-round as needed. Coordinates availability and arranges scheduling with media.
 - Responsible to assemble and share story ideas and reporter interest topics to media.
 - Oversees clipping service and ensures service is efficient and remains valuable based on cost per point.

- **SPONSORSHIPS**
 - Oversees sponsorship strategy, budget, sales, contract preparation and fulfillment with appropriate Staff.
 - Provides lead role responsible to procure significant cash sponsorships and negotiate mutually beneficial in-kind / trade partnerships.
 - Responsible that timely collection and accurate financial reporting of sponsorship transactions are recorded.
 - Communicates closely with Vendor Sales Staff on placement of sponsor display space for functional and coordinated best use of resources.
 - Insures parity among sponsorship engagements.

- **SUPERVISION**
 - Oversees all Marketing Department personnel including full time Sponsorship Manager, part time seasonal, contracted or volunteer.
 - Oversees agency(s) work, deadlines, efficiency, and results.
 - Oversees any onsite photographer or videographer hired for Fair media (excluding Competitive Exhibit Departments win photos) for maximum timely publicity and future marketing use and opportunities.
 - Hires intern(s) as budgeted annually: coordinates with college or university on potential credits for hire; advertises for, selects, and trains intern(s); provides productive working environment with measurable standards for mutual student and Fair success.
 - Recruits and supervises volunteers independently and in cooperation with Volunteer Coordinator.

II. OTHER DUTIES AS ASSIGNED

The person in this position performs a variety of other duties and special projects in support of Nebraska State Fair, Aksarben Stock Show and other events as assigned by the Executive Director.

III. EDUCATION & EXPERIENCE

Bachelor's degree in marketing, communications, public relations, journalism, or related business field plus ten years professional work experience with a minimum of five years of managerial experience required. Additional experience with focus in agriculture marketing, sponsorship or media is preferred. Knowledge of and experience in public events, specifically Fairs would be particularly useful.

The incumbent must have the ability to effectively manage and prioritize projects, identify strength/weaknesses and build an efficient and effective team. 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.

IV. ACCOUNTABILITY

This position is responsible for the entire marketing, sponsorship and public relations effort for the Nebraska State Fair and its reputation. This position requires a person of unquestionable ethics and discretion with information. The incumbent must be capable of maintaining accurate and timely status and financial records and is accountable for regular hard deadlines. The ability to multitask is imperative. The position is responsible for daily communications and establishing and maintaining cooperative relationships with the Executive Director, Fair Staff and all those contacted in the course of work.

V. INDEPENDENCE OF ACTION

This position works within available established Nebraska State Fair guidelines and policies. This position requires independent thinking and the ability to reliably perform quality work, plan, organize and prioritize projects to meet deadlines without supervision.

VI. WORK ENVIRONMENT/PHYSICAL DEMANDS

The majority of work is performed in the Nebraska State Fair Offices within the Nebraska Building or on Fonner Park grounds. This position is frequently a non-standard work week. The incumbent will need to be willingly available evenings and weekends to complete the work. The incumbent should be prepared to effectively perform at least a 14 consecutive day work period prior to and during the annual State Fair, Aksarben 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.