

COUNTY FAIR PROMOTION COORDINATOR

DEFINITION

Under general direction, to develop, coordinate, and perform general publicity and media efforts for the Plumas County Fair; to market and promote use of Fair facilities with community groups, businesses, and individuals; to prepare and distribute publicity material; and to do related work as required.

DISTINGUISHING CHARACTERISTICS

This class is for positions which have general responsibility for the development, coordination,, and performance of Plumas County Fair promotion and publicity efforts.

REPORTS TO

County Fair Manager.

CLASSIFICATIONS DIRECTLY SUPERVISED

May provide some lead direction for other staff.

COUNTY FAIR PROMOTION COORDINATOR - 2

EXAMPLES OF DUTIES

- Plans, organizes, coordinates, and performs Plumas County Fair media and publicity efforts.
- Assists with planning and organizing exhibits and events.
- Promotes and encourages use of Fair facilities by community organizations, businesses, and individuals.
- Performs artwork and layout for the Fair Exhibitor's Guide.
- Sells advertisement for the Guide.
- Advertises uses of the fairgrounds and facilities.
- Organizes and coordinates and promotes special events.
- Develops media advertisements.
- Develops and promotes "Friends of the Fair".
- Prepares and distributes periodic newsletters.
- Assists the County Fair Manager with general planning and organization.
- Maintains financial records for publicity efforts.
- Gathers data, organizes information, and prepares financial and statistical reports for special events.
- Organizes, coordinates, and promotes the Plumas County Picnic.

TYPICAL PHYSICAL REQUIREMENTS

Sit for extended periods; frequently stand and walk; normal manual dexterity and eye-hand coordination; corrected hearing and vision to normal range; verbal communication; use of office equipment including computers, telephones, calculators, copiers, and FAX.

TYPICAL WORKING CONDITIONS

Work is performed both in office and outdoor environments; some exposure to dirt and dust; some working around moving vehicles; continuous contact with staff and the public.

COUNTY FAIR PROMOTION COORDINATOR - 3

DESIRABLE QUALIFICATIONS

Knowledge of:

- Publicity and sales promotion methods.
- General knowledge of County Fair programs and activities.
- Planning and organization of special events.
- Development and organization of financial and statistical information.
- Development of promotional and publicity material.

Ability to:

- Plan, organize, coordinate, and develop County Fair publicity and marketing efforts.
- Develop and promote special events and interim uses of Fair facilities.
- Prepare and distribute a variety of publicity and promotional material.
- Develop and maintain a variety of data, fiscal information, records and reports.
- Read, learn, and interpret applicable laws and regulations regarding Fair operations in California.
- Effectively represent the County Fair with the public, community organizations, and other government agencies.
- Establish and maintain cooperative working relationships.

Training and Experience: Any combination of training and experience which would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

Three (3) years of experience in marketing, public relations, and publicity work. Previous experience with a fair or exposition is highly desirable.

Special Requirements: Possession of an appropriate California Driver's License issued by the California Department of Motor Vehicles.