



Director – Equestrian Event Sales & Management

The Extraco Events Center, Home of the Heart O' Texas Fair & Rodeo, is a charitable organization dedicated to youth scholarships and creating a positive economic impact on Central Texas. The Events Center has more than 500,000 visitors per year at more than 225 events ranging from concerts to horse show, trade shows to banquets and free events to ticketed events. These events represent an annual economic impact of more than \$50 million. The Heart O' Texas Fair & Rodeo is the largest event in Central Texas with more than 225,000 visitors per year. Held every October, it includes Rodeo, Concerts, Livestock Shows, Carnival and other attractions. The Fair & Rodeo impacts youth from across Texas and to date has contributed more than \$4 million in scholarship. Over 500 volunteers work with a full-time staff to produce the Fair & Rodeo as well as many year-round events.

All events and activities support the mission of the Extraco Events Center to produce events for education, entertainment and agricultural experiences at the premier multi-use facility while giving back through youth scholarships and a positive economic impact to Central Texas.

Responsibilities Include:

Equestrian Events

- Responsible for year-round agricultural events to include (but not limited to) equine and other competitive events
- Responsible for soliciting and confirming equine and competitive events on the regional, state, and national level
- Conduct direct sales efforts through targeted sales missions, sales calls, and participation in trade shows designed to reach planners and events rights holders in an effort to collect Request for Proposals (RFP) and respond accordingly. Responsible for appropriate and timely follow up.
- Manage respective clients from initial contact through contracting of the event as well as assist with the follow-up of the post-event evaluation and next bidding opportunity.
- Work with Division Manager for Operations to manage calendar of events to effectively schedule pre and post event set up, teardown, and change overs.
- Work with other departmental staff on operational needs for booked events.
- Develop a plan of execution with other division leads for event time and billing.
- Prepare reporting documents in summary form for management staff's review.

Sponsored Events

- Manage the One HOT Reining and Elite Barrel Racing
- Direct staff in the management of entries, stalling, arena footing and other necessary task for a successful event
- Work with sponsorship department to assist with and fulfillment of sponsorship deliverables
- Provide a high level of customer service to clientele
- Work with clientele and show management to provide assistance and hospitality during the event

Other Duties:

- Provide support to the Heart O' Texas Livestock Show and Competitive Events
- Provide support to other internal events
- Attend various committee meetings as staff representative
- Attend industry conferences, trade shows, annual meeting, other shows or other organizations to represent Extraco Events Center to promote and prospect events
- Supervise full time, part time and seasonal staff
- Manage assigned committees
- Other duties as assigned.

Qualifications:

To successfully complete this job, the following skills are necessary:

- Strong working knowledge of all aspects of agriculture including but not limited to equine, competitive events and marketing.
- Knowledge and experience in event management
- Ability to build long term relationships with clientele, sponsors, and partners.
- Ability to work independently, make independent judgments and solve problems.
- Multi-tasking ability
- Excellent customer service skills
- Excellent communication and public relation skills, both written and verbal.
- Capacity to organize multiple projects and be accountable for the completion of those projects.
- Strong aptitude to maintain confidentiality.
- Ability to handle high stress environments where compensation is directly tied to performance.
- Capability of speaking to large groups and conducting facility tours.
- Excellent PC skills with knowledge of all Microsoft applications.
- Knowledge of event management software
- Knowledge of accounting principles and practices
- Ability to work beyond the traditional work week including nights and weekends.

Education and Experience

- College or university degree and 2 to 5 years related experience; or equivalent of education and experience.

Compensation

- Salary; Salary dependent on education and/or experience
- Medical and Dental Benefits
- Retirement Plan
- Employee Compensation Plan

Reports to:

General Manager

Contact Information:

To be considered for this position, please email a resume and cover letter to jobs@hotfair.com