

MARKETING MANAGER

- I. Duties as outlined in By-Laws
Section 6 – Marketing Manager. The Marketing manager shall be responsible for the promotion of the Bremer County Fair and other interim events.
- II. Work Instructions/Responsibilities
Logo & Theme for the year
Design & Layout Content for all items, verify final versions before print or airing:
 - Radio
 - Television
 - Cable TV Stations
 - Newspapers – Bremer County and Surrounding Areas
 - Specialty Print Media (Coordinate proofing with Secretary and/or GM)
 - Posters
 - Pre-Fair Tablet
 - Tri-fold “parade” flyers
 - Teaser Ads(have been with Radio in the past)
 - Preparing News Releases
 - Oversee Website Development and Maintenance
 - Marketing brochures for events or endeavors as required
 - Coordinate with Commemorative Committee as necessary
 - Ribbons
 - Commemorative Items
 - Specialty Marketing Items
 - Coordinate with Sponsorship Coordinator
 - Window Clings
 - Donor Placards