Marketing Assistant

CLARK COUNTY EVENT CENTER

CLARK COUNTY
EVENT CENTER
at the Fairgrounds

JOB PURPOSE AND SUMMARY

Reporting to the Director of Marketing and Sponsorships, the Marketing Assistant works as part of the Marketing team to promote and market the Clark County Event Center and Clark County Fair. For the Event Center, this position is responsible for developing and managing website content, social media, and email marketing, and assisting with reporting and special projects.

The position also assists in the planning and execution of the annual Clark County Fair, with responsibility for several Fair programs, digital platforms, signage and other guest-facing activities.

KEY OR TYPICAL TASKS AND RESPONSIBILITIES

- Manages Clark County Event Center and Fair website.
- Creates and distributes marketing campaigns for the Clark County Fair and Event Center.
- Creates and publishes social media content and monitors engagement for Event Center, Fair and Fair Court.
- Prepares annual plan and Fair report and assists with other reporting as requested.
- Updates the Clark County Event Center Marquee, next to I-5, with upcoming events.
- Find and implement new digital strategies, tools and tactics as they develop.
- Produces graphic design work for signage, newsletters, website, and events.
- Attends staff and marketing meetings.
- Implements and manages the Fair App and seasonal contract worker.
- Oversee intern in the execution of tasks related to the Fair.
- Manages LED content and equipment rental.
- Responsible for digital file management.
- Coordinates with vendors, contractors, sponsors, volunteers, seasonal staff, and Fair departments to execute marketing programs and guest-facing activities.
- Assists with preparation and submission of contest entries to the Washington State Fairs Association and the International Fair Association post-Fair.
- Performs other duties as assigned.

MINIMUM REQUIREMENTS

- Associate degree or higher, or equivalent verifiable experience.
- Excellent writing and editing skills.
- Knowledge of Canva, social media platforms, and email marketing tools.
- Knowledge of MS Office, website platforms, graphic design programs, Google Analytics, etc.
- Ability to combine marketing and communications with solid understanding of how to leverage online, digital and mobile to exceed marketing goals.
- Ability to create and coordinate engaging written, visual, and digital content for websites, social media, and email.

- Strong project management and organizational skills, with the ability to manage multiple projects from planning through completion, deadlines, vendors, staff, and competing priorities.
- Ability to communicate and collaborate effectively with internal departments, vendors, sponsors, volunteers, seasonal employees, and the public.
- Experience with Google and location analytics (Placer A.I.) programs is a plus.
- Strong customer service experience.
- Market research techniques and abilities is an advantage.
- Experience with project coordination, event marketing, and sponsorship fulfillment a plus.
- Experience as a marketing assistant or equivalent desired.
- Possess a valid driver's license.
- Ability to work a demanding schedule during the 10-day Fair, including evenings and weekends as required.

WORK ENVIRONMENT AND PHYSICAL DEMANDS

Work is performed primarily in an office setting at the Fairgrounds Administration building throughout the year except during events and the run of the annual Clark County Fair, load-in and load out, where duties are performed primarily outdoors. Probable business outside of the region, including out-of-state travel for professional development opportunities for the position. During the Fair, must be able to work nights and weekends.

This position requires the ability to perform those activities to complete the essential functions of the job, either with or without reasonable accommodation. The position requires continuous and/or frequent talking, repetitive motions of hand/wrist, hearing, and handling. Mental activities are required by the employee in this position include decision making, interpersonal skills, supervisory skills, teamwork, creativity, customer service, mentoring, use of discretion, presentations/teaching, problem analysis, negotiation, and the ability to perform math and to read, write, speak and understand English. Required physical activities can include frequent keyboard fingering, talking, repetitive motions of hands and wrists, sitting, hearing and lifting, pushing, pulling, and carrying objects up to 50 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus. While performing the duties of this job, the employee is occasionally exposed to risk of electrical shock. The noise level in the work environment varies and may be loud during certain events. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

WAIVER

FSMG reserves the right to waive any of the minimum qualifications for those applicants whose general or specific qualifications would otherwise qualify the applicant for the position.

EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER

The Fairgrounds Site Management Group is a private, not-for-profit organization. FSMG practices nondiscriminatory treatment at all times in all respects to all persons without regard to race, color, religion, sex, age, sexual orientation, physical handicap or national origin.