

★ DESCHUTES COUNTY ★

EXPO★ CENTER

Deschutes County Fair &
Expo Center

REDMOND, OREGON

Invitation to Apply

Sales, Marketing &
Event Coordinator

**SALARY RANGE: \$68,110 - \$91,274
PLUS EXCELLENT BENEFITS**

APPLY BY 11:59 PM PST
November 28, 2021



ABOUT

Our Community



For the past decade, Central Oregon has been recognized as one of the best places to live. Deschutes County is conveniently located east of the Cascade Mountain Range within a three-hour drive to Portland, Oregon. The area enjoys a dry, high desert climate with cool nights and sunny days. The region averages less than 12 inches of precipitation, 33 inches of snowfall, and approximately 263 days of sun per year.

The County is 3,055 square miles and 79% publicly owned. The county-wide population is 197,000 and growing. Tourism brings to Central Oregon over four million overnight visitors annually. Deschutes County is home to multiple destination resorts, including Sunriver, Eagle Crest, and Black Butte Ranch. The Mount Bachelor ski resort attracts tourists from across the nation. The nearby Cascade Lakes are also a large draw.

Other local features include a vibrant visual and performing arts community, an outstanding restaurant scene, an extensive and respected health care network, and a high quality educational system. The local economy is diverse and growing and includes tourism, health care, technology, manufacturing/traded sector businesses, biotechnology, and a growing remote workforce.

The cities of Bend (the county seat), Redmond, La Pine, and Sisters are the four municipalities in Deschutes County. Roberts Field Redmond Municipal Airport connects Deschutes County to other major western U.S. cities. In addition to excellent public and private K-12 schools, Bend is home to Central Oregon Community College (COCC) and Oregon State University's Cascade Campus.

Deschutes County offers a diverse recreational paradise and a growing economy. The region is known for its fine restaurants, vibrant art and music scene, and craft breweries. From humble beginnings, Deschutes County has developed into a bustling, exciting destination where progress, growth and unique beauty intertwine.



ABOUT

DESCHUTES COUNTY FAIR & EXPO

As one of the largest facilities of its type in the nation, Deschutes County Fair & Expo Center sits on 320 beautifully manicured acres. The Pacific Northwest's premier event facility features a 4,000 seat arena (scalable up to 10,000+ for concerts); a five-pavilion livestock complex with 400 stalls, four arenas, and almost 300,000 square feet of flexible indoor space. With 120 acres of fully developed property, 200 acres of free parking, 75 acres of beautifully landscaped lawns, and a 105-site full-service Expo RV Park, the opportunities are endless.

Not only is Deschutes County Fair & Expo one of the nation's largest facilities, it is also one of the newest. A master-planned facility designed in the late 1990's, construction was completed in 2000.

Designed in a circle configuration around the beautiful Center Circle Park, which includes waterfalls and a small pond, the facility provides a picturesque setting of the Cascades from every viewpoint.

The expansive First Interstate Bank Center is one of the largest facilities of its type in Oregon and the Pacific Northwest. It was designed and built to hold concerts, motorsports, rodeos, tradeshows, and more. With pre-rigged beams, 1GB Fiber-based internet, a built-in house PA, and a fully upgraded LED lighting system, the First Interstate Bank Center is ready to deliver!

Whether hosting an Olympic-qualifying event with spiraling rock walls, or the hundreds of annual sporting, conference, equestrian, and livestock events, Deschutes Fair & Expo Center is the grand champion of successful and memorable events.

"The Far West Championship Horse Show has been at Deschutes County Fair & Expo Center for 16 years. We have found it is truly the finest facility in the State! Wonderful arena, great personnel to work with from administration to the grounds crew! The backdrop for this facility is truly gorgeous, the 3 Sisters and accompanying mountains are simply breath taking! This is definitely a great location for a horse event as well as some good R & R!"



ABOUT

Deschutes County Government

Deschutes County is one of the largest employers in Central Oregon and the largest municipal government in the region. The County has 1,060 FTE positions and a \$508.2 million annual budget. The County provides public health and behavioral health, public safety, community development, road construction and maintenance, elections, assessment and taxation, solid waste, social services, and operates a large fair and expo center. Indirect services that support county operations include finance, human resources, property and facilities management, internal auditing, information technology, legal counsel, and public information.

The Board of County Commissioners is the governing body and is comprised of three commissioners elected at large. The Board's duties include executive, judicial (quasi-judicial), and legislative authority over policy matters of countywide concern. The Board of Commissioners also acts as the governing body for other local public entities such as the Sunriver Service District, the 9-1-1 Service District, Black Butte Ranch Service District and Extension/4-H. To implement policy and manage the day-to-day operations of the County, the Board appoints the County Administrator.

Deschutes County is self-funded for health insurance; and to help control health care costs, the County maintains an innovative on-site clinic and pharmacy for employees and dependents covered by the health plan.

About the Position

The Sales, Marketing & Event Coordinator is an exempt position reporting to the Director, Deschutes County Fair & Expo. The Sales, Marketing & Event Coordinator operates with a high level of independence, and is responsible for:

- Plans, coordinates, and oversees the Fair & Expo Center (DCFE) sales & marketing functions; manages marketing and promotion of DCFE programs and services; assures programs are delivered in a professional environment and within budget constraints; ensures compliance with established policies, procedures, programs, and services.

How to Apply

Submit your application by
November 28, 2021 at 11:59 PM PST.

Tentative initial interviews the week of December 6, 2021.

For questions about the position, please contact Deschutes County Human Resources at (541) 388-6553 or employment@deschutes.org.

Apply to:

DESCHUTES COUNTY ONLY ACCEPTS APPLICATIONS ONLINE. PLEASE VISIT OUR WEBSITE AT www.deschutes.org/HR. All candidates will receive an email response regarding their application status after the recruitment has closed and applications have been reviewed. Notifications to candidates are sent via email and/or text **only**. If you need assistance, contact the Deschutes County Human Resources Department, 1300 NW Wall Street, Suite 201, Bend, OR 97703, (541) 388-6553.

Deschutes County is an Equal Opportunity Employer. Women, Minorities, and the disabled are encouraged to apply. Deschutes County does not discriminate on the basis of race, color, national origin, age, gender, sexual orientation, marital status, religion, political affiliation, physical or mental disability, or any other basis prohibited by State of Oregon, federal or local law.

Deschutes County provides reasonable accommodations for persons with disabilities. This material will be furnished in alternative format if needed. For hearing impaired, please call TTY/TDD 711.

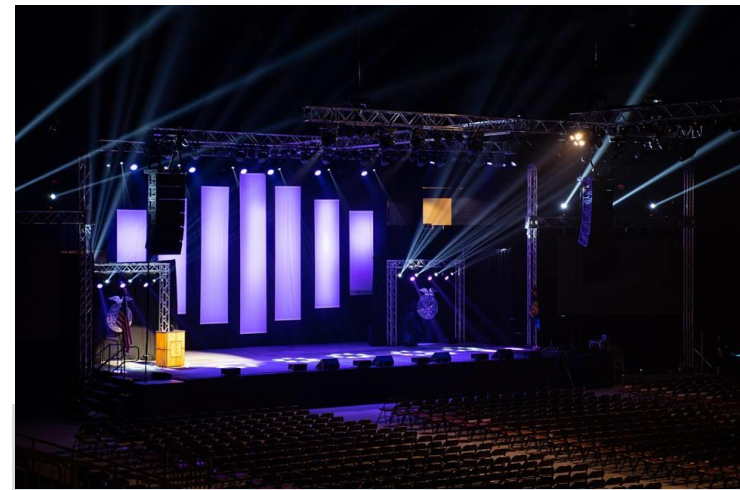
APPLY ONLINE AT
deschutes.org/HR

- Develops annual DCFE sales & marketing plans; develops bids and proposals, markets and sells event programs, books events and participants, and manages customer database; plans and manages the scheduling of DCFE programs for maximum facility utilization and revenue generation.
- Plans, coordinates, and oversees all logistical aspects and project management of events, including timelines, set-up requirements, equipment needs, floor plans, vendor coordination, facility tours, inspections, etc. This includes planning and coordinating the annual County Fair.
- Reviews and administers user agreements with regional organizations, businesses, and community groups; prepares, reviews, and processes contracts and agreements.
- Coordinates the development and implementation of sales & marketing strategies; coordinates with community advocates, County departments, and regional agencies, elected officials, public media, and community service agencies; manages community relations issues.
- Analyzes data, and develops recommendations to improve marketing policies and procedures, advertising and public relations processes, revenue generation and economic impact, and marketing strategies.
- Coordinates the development of information to assure that the DCFE key messages reach the internal and external customers.
- Develops revenue projections, tracks facility utilization, and develops reports on economic impact of DCFE activity.
- Assists with development of operational budgets; monitors and approves expenditures.
- Performs other duties as business needs necessitate.

Opportunities & Challenges

The recent and anticipated continued rapid growth of Central Oregon as a population center has numerous implications for Deschutes County:

- Deschutes County Fair & Expo is one of the largest and newest facilities of its type sitting on over 340 acres in the City of Redmond. With close to 300,000 square feet of space under cover, it is the perfect venue for events of all types.
- Multiple large annual events, including the annual Deschutes County Fair & Rodeo, Cascade Futurity, High Desert Stampede, and more provide a stable base to grow future event opportunities
- The facility exists in a competitive business climate, and the incumbent will be responsible for the attraction, recruitment and retention of events of all sizes.



COMPENSATION & BENEFITS

\$68,110 – \$91,273 annually
dependent on qualifications.

- A generous health insurance plan includes medical, dental, orthodontia, vision, alternative care and prescription coverage. Coverage includes spouse and eligible dependents currently at a cost of \$90 per month to the employee.
- Deschutes Onsite Clinic (DOC) and pharmacy
- Public Employees Retirement System (PERS and OPSRP). Deschutes County currently pays the entire contribution to either plan.
- Opportunities to participate in Deferred Compensation benefit programs.
- Nine paid holidays and one personal day per year
- Generous paid leave programs starting at 18 hours/month
- Employer paid life & accidental death insurance
- Employer paid long-term disability insurance
- Other benefits to be determined through negotiations

WHAT WE'RE LOOKING FOR

The Ideal Candidate

The ideal candidate will have the ability to:

- Develop and implement annual sales & marketing plans and budgets
- Plan and oversee event logistics, including coordination with planners, promoters, and representatives across multiple event disciplines and event types
- Think creatively and strategically
- Design, prepare and create - or oversee the creation of - marketing plans, bids, graphics, and social media strategies
- Work collaboratively with both internal and external stakeholders, including but not limited to: local, regional and state government representatives, civic groups, trade organizations, large event producers, individual event holders, and community members
- Recruit or produce community-relevant programs, entertainment activities and special events
- Demonstrate effective leadership
- Create and/or drive new business to Deschutes County Fair & Expo, resulting in additional revenue or economic impact to the community and region

Deschutes County desires a candidate with experience in:

- Event venue or facility sales & marketing
- Recruitment and retention of partners and events, large and small
- Event management and logistics
- Development of new programs, plans, and concepts from start to finish
- Working both individually and as a member of a cohesive cross-functional team
- The use of new and emerging technology, both for event planning as well as sales & marketing
- Oversight or production of large-scale events and/or multiple simultaneous events
- Sales, Public Relations, Marketing



EDUCATION & EXPERIENCE

Successful candidates for this position will have a Bachelor's degree in Hospitality Management, Marketing, Business or Public Administration; AND three (3) years of experience in public event marketing, sales, and project management; OR any equivalent combination of training, education, and experience that provides the required skills and knowledge to perform the job.

APPLY BY 11:59 PM PST
November 28, 2021



There's more to explore

Visit us online

Expo.deschutes.org

DeschutesFair.com

FIBCenter.com

ExpoRVPark.com

