



Job Posting

Title: Director of Community & Media Engagement

*For more information on this full-time benefited position, please contact Human Resources at (317) 927-7508 or email employment@indianastatefair.com. To apply for this position, please visit <https://www.indianastatefair.com/p/about/employment1> and send the posted application and your resume to the email address above. The salary range for this position is \$75,010 to \$84,770. Thank you for your interest.

Position Summary

The purpose of this position is to develop and implement a strategic roadmap for supporting communities in Indianapolis and beyond through leadership for the Indiana State Fair Commission, in addition to leading media engagement and outreach efforts. The Director will develop and grow community relationships and partnerships in support of the brand, mission, vision, core values and culture of the ISFC. This position will oversee outreach to the media and community including preparing articles, press kits, press releases and other content initiatives and developing relationships.

Essential Functions and Responsibilities

1. Develop and implement a strategic roadmap for the ISFC community outreach efforts including goals, KPIs, relationships, etc.
2. Establish an internal culture for giving back to the communities and partnerships at the heart of the ISFC, including listening to what potential community needs are, developing impactful programs for community outreach and engagement, and establishing advocacy and policies.
3. Prepare and manage the flow of all outreach efforts to the media and manage news media onsite.
4. Create, execute and maintain multiple media relations plans, including for the Indiana State Fair Commission, State Fairgrounds, State Fair and State Fair Board.
5. Cultivate and enhance collaborative working relationships within the press and the community.
6. Ensure media and community relations strategy is consistent and reflects the brand, mission, vision, core values and culture of the Indiana State Fair Commission.
7. Supervise the image of the organization within the community, including sitting on multiple boards representing the ISFC organization.
8. Serve as an active member on the ISFC's DEI and sustainability committees.

Skill Requirements

1. **Exceptional oral and written communication skills:** Able to clearly present information through the spoken and written word; interprets and communicates complex information to associates, customers and partners.
2. **Exceptional interpersonal skills:** Ability to relate effectively to diverse groups of people, personalities and demographics locally, regionally and nationally.

3. **Strong relationship management skills:** Able to develop rapport and positive professional relationships with others; builds and maintains long-term associations based on trust.
4. **Strong independent thinker and team player:** Able to offer original thoughts and viewpoints; works closely with other departments; supports group decisions; promotes a positive work environment.
5. **Ability to prioritize and manage projects:** Able to use sound judgment in evaluating the relative urgency of various issues; able to develop plans, direction and guidance on projects from conception to completion.
6. **Planning:** Able to manage multiple projects; determines project urgency in a meaningful and practical way; uses goals to guide actions; creates detailed action plans; organizes and schedules people and tasks all while working under pressure.

Educational/Experience Requirements

- Bachelor's degree in media relations, public relations, marketing or a related field is required.
- 4-5 years of experience in community related role

Job Complexity

Work requires a high level of judgment, analytic ability and creativity, such as investigating moderately complex problems or situations, analyzing information and recommending solutions.

Supervisory Responsibilities

This position has supervisory responsibility over annual summer interns.

Supervision Received

This position receives general direction from the Chief Marketing & Sales Officer, who will establish only very broad goals. The employee participates heavily in setting work objectives.

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