



## Job Posting

### Title: Marketing Coordinator

\*For more information on this full-time benefited position, please contact Human Resources at (317) 927-7508 or email [employment@indianastatefair.com](mailto: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 range for the starting salary for this position is \$42,900 - \$48,064. Thank you for your interest.

### Position Summary

The purpose of this position is to assist the Marketing Department with the identification, development and execution of marketing communications strategies based on the organization's goals and objectives, brand efforts and budget for the Indiana State Fairgrounds & Event Center and the annual Indiana State Fair. This position is responsible for project management for the Marketing Department, creation and distribution of engaging content to digital platforms, as well as contributing to promotional efforts of both the Indiana State Fair and year-round operation of the Fairgrounds.

### Essential Functions and Responsibilities

1. Assist in the development and implementation of marketing and promotional plans for the Indiana State Fairgrounds & Event Center and annual Indiana State Fair, specifically as it pertains to content development.
2. Provide marketing support for year-round events at the Indiana State Fairgrounds & Event Center, including but not limited to content creation, social media, digital marketing push, billboard management, etc.
3. Work with the Associate Director of Marketing on guest relations responsibilities, including customer communications and assistance with customer service-related strategies and execution.
4. Management of ISFC digital boards.
5. Facilitate updates and content development for the consistent update of [IndianaStateFair.com](http://IndianaStateFair.com).
6. Manage and execute collateral, merchandise and print orders for the annual Indiana State Fair.
7. Assist in executing marketing objectives across all digital communication channels for the ISFC.
8. Complete other duties as assigned.

### Skill Requirements

1. **Organization & Communication:** Ability to stay organized and keep department on-track with deadlines. Communicate frequently and effectively to internal and external clients.
2. **Creativity:** Ability to think creatively when developing marketing content; willingness to think outside the box and bring new, innovative ideas to the marketing department.

3. **Excellent attention to detail:** Able to follow detailed procedures and ensures accuracy in documentation and data; carefully monitors processes; concentrates on details and organizes and maintains a system of records.
4. **Strong planning ability:** 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.
5. **Highly customer focused:** Able to develop and leverage relationships with existing partners and customers; able to identify potential cross-promotional partners and strategic opportunities.
6. **Flexibility:** Able to remain open-minded and change opinions on the basis of new information; performs a wide variety of tasks and can change focus quickly; manages transitions effectively; adapts to varying customer needs.
7. **Excellent Judgment:** Able to balance established standards against the need for exceptions to rules and practices; defines key issues despite incomplete information; intuitive in managing risk versus reward on various options.

### **Educational/Experience Requirements**

- Bachelor's degree required; concentration in Marketing, Digital Marketing or Communications preferred.
- Social media experience or knowledge required.
- Minimum of three years' experience in marketing, social media, digital media, brand management or advertising-related field.
- Experience with live events preferred.

### **Job Complexity**

This position requires substantial judgment and analytic ability requiring somewhat complex calculations, organizing information for reports and solving minor problems.

### **Supervisory Responsibilities**

This position will assist in supervising summer interns.

### **Supervision Received**

This position receives supervision from the Associate Director of Marketing. Objectives or goals are established in advance, but little in the way of a course of action is generally specified or recommended.

\*To apply, please visit <https://www.indianastatefair.com/p/about/employment1> and send the posted application and your resume to [employment@indianastatefair.com](mailto:employment@indianastatefair.com). Thank you for your interest.