



## Marketing Assistant

### GENERAL STATEMENT OF DUTIES

- A major component of the position is to help execute the annual marketing and communications plan that has been established for the Kootenai County Fairgrounds.
- The Marketing Assistant implements the social and digital media strategy to enhance public engagement year-round. This role includes some design work, database, and file management.

### SUPERVISION RECEIVED

- Works under the supervision of the Assistant General Manager.

### DISTINGUISHING FEATURES

- Full-time position. May be required to work long or extended hours at certain times, primarily during the Fair and large events.

### EXAMPLES OF DUTIES

*The following are illustrative of the essential functions of the job and do not include other non-essential or marginal duties that may be required. Management reserves the right to modify or change the duties or essential functions of the job at any time.*

#### **Facility Marketing & Public Relations (20%)**

- Oversees and assists in producing all marketing materials (advertisements, banners, posters, fliers, etc.) and overall print campaign for the Fairgrounds.
- Orchestrates the promotion of the Fairground facilities, including production of sales materials, client solicitation, collaborations with trade and tourism organizations.
- Manages the Fairgrounds website and ensures its accuracy, ease of use and appeal to the public.
- Coordinates and monitors the use of all social media programs and resources.
- Assists with special projects as requested and performs other duties as assigned by the General Manager.

#### **Marketing of Annual Fair & Rodeo (30%)**

- Manages all aspects of the annual fair and rodeo's marketing campaign including the development of timelines, writing press releases, and producing a media kit.
- Coordinates the event media buy and works with fair staff and production company to execute commercials/ads.
- Oversees the onsite orchestration of the media's presence including management of the fair's media office, onsite broadcasts, photographers, and reporter interviews.
- Directs the fair's daily promotional campaigns.
- Ensure the fair's marketing budget is utilized for maximum impact and that all expenses stay within the allowable funds.

### REQUIRED KNOWLEDGE, SKILLS, ABILITIES

- Extensive understanding of marketing programs, public relations activities, fundraising and nonprofit operations.
- Knowledge of purchasing media packages, negotiation tactics and facilitating on-site media presence.
- Ability to articulate the purpose, mission and needs of the Fairgrounds and Fair & Rodeo.
- Thorough understanding of laws and policies impacting public facilities.
- Knowledge of donor/sponsor tracking and acknowledgement procedures.
- Excellent verbal and written communication skills.
- Assists the AGM with sponsor proposal generation.
- Lead during Fair on contest coordination and assists with special events held during Fair.
- Serves as a point of contact for external developer and vendor for the North Idaho State Fair website.
- Responsible for file management of digital and print documents pertaining to Fair sponsor and vendor agreements.
- Uses analytics to prepare and report results of all digital marketing programs as requested.
- Provides contest entries to the Rocky Mountain Association of Fairs and the International Fair Association Post-Fair. This may include writing recaps and some print documentation.
- Find and implement new digital strategies, tools, and tactics as they develop. Use market research to test and influence digital marketing strategy. Present to AGM any ideas backed up with budget plan.
- Ability to work collaboratively and/or in an independent setting.
- Ability to handle multiple tasks and day-to-day operations calmly, efficiently and in a positive, cooperative manner.
- Working knowledge of Microsoft computer programs and the ability to use common office equipment, such as adding, fax and copy machines.

### EDUCATION

High school diploma or GED equivalent. Four year college degree in marketing or business management preferred.

### EXPERIENCE

- Three or more years of experience in sales, management, program coordination, procurement and/or marketing.
- Three or more years administrative experience using MS Office programs such as Word, Excel, and Outlook.
- Experience in sponsor relations and volunteer management highly desirable.



- Experience specifically with event organization and production highly desirable.
- Any equivalent combination of education and work experience that satisfy the requirements of the job.

#### **NECESSARY SPECIAL REQUIREMENTS**

- Must be 18 years of age or older.
- Must possess a valid driver's license.
- This position requires acceptable background and motor vehicle check. Must also be able to pass pre-employment physical and drug screen tests.

#### **COMPLEXITY/RESPONSIBILITY**

- Work in this position is characterized by a heavy support role in the production of the annual North Idaho State Fair as well as the growing needs of our facility. Event management, sponsorship acquisition and volunteer coordination are paramount, yet must include office work, filing, correspondence, desktop computer applications, phone usage and customer relations with users of the Fairground's facility, the public, volunteers, and others as required.

#### **SCOPE OF INTERPERSONAL CONTACTS**

- Contacts are with the public, superiors, peers, subordinates, elected officials, users, and vendors. Contacts require the ability to exercise a high degree of interpersonal skills to influence persons at all levels. Incumbent is accountable for the results of the contact.

#### **WORK ENVIRONMENT**

- May work in an environment consisting of dirt and dust, loud noise, extreme temperature variations, crowds, livestock, and other animals.
- Daily contact with the public, often involving challenging situations and environments. Must be able to perform in a calm demeanor in these situations at all times.
- Work is generally confined to a standard office environment but may include tasks performed outdoors.
- Work is usually performed at the Kootenai County Fairgrounds. Frequent exposure to weather elements and conditions, including but not limited to rain, snow, hot and cold weather, dust, and wind. Must prepare accordingly and take special precautions to be able to complete job assignments and meet deadlines.

#### **PHYSICAL DEMANDS**

*The following are some of the physical demands commonly associated with this position.*

- Spends time sitting. Must be able to move 100% of the time throughout the facilities and property by walking or other means.
- Occasionally lifts, carries, pulls, or pushes up to 50 pounds.
- Occasionally runs, stoops, kneels, balances, reaches, crawls and crouches while performing work duties.
- Verbal and auditory capacity enabling interpersonal communication as well as communication through automated devices such as the telephone.
- Constant use of eye, hand, and finger coordination enabling the use of office machinery, equipment and tools.

#### **COMPENSATION**

- Competitive benefits package including PERSI, health insurance, dental, vision, holidays, sick and vacation leave.
- Compensation depends on experience.

#### **TO APPLY**

Cover letter, resumes and letters of interest should be submitted to the following address:

North Idaho State Fair

Attn: Shanda Masterson, Assistant General Manager

4056 N Government Way

Coeur d'Alene, ID 83815



### APPLICANT INFORMATION

Job Applying For: <b>MARKETING ASSISTANT</b>		Date
Name		
Last	First	Middle
Residence Address	Mailing Address (If different)	City, State, Zip
Home Telephone	Work/Cell Telephone	E-Mail Address
Are you over the age of 18? <input type="checkbox"/> YES <input type="checkbox"/> NO		Are you legally eligible for employment in the United States (Immigration Reform and Control Act of 1986)? <input type="checkbox"/> YES <input type="checkbox"/> NO
As an adult, have you been convicted of an offense other than a minor traffic violation? (A "Yes" answer does not automatically disqualify you. Convictions are evaluated for each position and are not necessarily disqualifying.) <input type="checkbox"/> YES <input type="checkbox"/> NO		
Do You Have A Current Driver's License? <input type="checkbox"/> YES <input type="checkbox"/> No		

### EDUCATION/TRAINING

Do you have the equivalent of a 12 <sup>th</sup> grade education? <input type="checkbox"/> YES <input type="checkbox"/> NO			
Name & location of post high school Education	Course of study	Graduated?	Degree (Major / Minor)
		<input type="checkbox"/> YES <input type="checkbox"/> NO	
		<input type="checkbox"/> YES <input type="checkbox"/> NO	
		<input type="checkbox"/> YES <input type="checkbox"/> NO	
		<input type="checkbox"/> YES <input type="checkbox"/> NO	

List each position separately, even if held with the same employer. Include all unpaid and volunteer work. List your work history in chronological order, with current or most recent job first. Describe each position separately, emphasizing your professional, supervisory and committee duties. Give special attention to experience relating to the position for which you are applying. Attach additional sheets if necessary.

### EMPLOYMENT HISTORY

Employer	Employment Dates (Mon/Year) From _____ To _____
Address	Hours Worked per Week (Average)
Applicant's Job Title	Present/Last Annual Salary
Name, Title & Phone # of Immediate Supervisor	Reason for Leaving
Employer	Employment Dates (Mon/Year) From _____ To _____
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**EMPLOYMENT HISTORY (continued)**

Employer	Employment Dates (Mon/Year) From _____ To _____
Address	Hours Worked per Week (Average)
Applicant's Job Title	Present/Last Annual Salary
Name, Title & Phone # of Immediate Supervisor	Reason for Leaving
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<p><b>SPECIALIZED SKILLS</b>  <i>Briefly discuss your experiences with the following areas</i></p>
<p>COMPUTER SKILLS <i>(Please be specific to software type and comfort level)</i></p>
<p>CUSTOMER SERVICE</p>
<p>ORGANIZATIONAL SKILLS</p>
<p>PROBLEM SOLVING SKILLS</p>
<p>TIME MANAGEMENT</p>
<p>WEB SITE EDITING</p>
<p>CASHIER SKILLS</p>



## SUPPLEMENTAL ESSAY QUESTIONS

In order to get a better sense of your writing skills and additional insights into your leadership and management style, please answer the following questions. Limit your responses to no more than a single page per questions and please return with your Application Packet.

1. *Please tell us why you are interested in this position and why it is a good time in your career to come to the Kootenai County Fairgrounds and North Idaho State Fair & Gem State Stampede Rodeo.*
2. *Describe what it is like to work with you and how others would describe your work ethic.*

PROFESSIONAL REFERENCES			
NAME	ADDRESS	TELEPHONE #	OCCUPATION/TITLE

By signing below, I authorize the North Idaho Fair Board to investigate my references; to communicate with my employers; to make an independent investigation of my character, conduct and employee history and to keep and preserve records of such investigations as it sees fit.

I affirm that I release from liability any employer, person or employee supplying honest and accurate reference information regarding me and my previous employment.

I also release the North Idaho Fair Board from all liability which may result from investigation information in the application materials.

I affirm that all information on this application is true to the best of my knowledge.

I understand that falsification or misrepresentation of information on this application or other documents in connection with my employment with the North Idaho Fair Board may result in disqualification from employment consideration and/or termination of employment regardless of when it is discovered.

If employed, I agree to read and comply with the North Idaho Fair Board’s policies and procedures.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Applications will be accepted until the position is filled.

For more information email or phone, the Fair Office at 208-765-4969 or email [shanda@northidahostatefair.com](mailto:shanda@northidahostatefair.com)  
Thank you for your response.

When you have completed this form, please send it to: North Idaho State Fair  
4056 N Government Way  
Coeur d’Alene, ID 83815