



Executive Assistant and Marketing Coordinator

GENERAL STATEMENT OF DUTIES

Performs a variety of tasks relating to the overall programing at the Kootenai County Fairgrounds, the North Idaho State Fair, Gem State Stampede and other in-house events.

DISTINGUISHING FEATURES

- Full-time, exempt position.
- May be required to work long or extended hours at certain times, primarily during the Fair and large events.
- Supervises seasonal office staff.
- Works under the supervision of the Office Manager

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.

Marketing & Public Relations (50%)

- 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. Includes print press, radio, television, SMS and social.
- Coordinates the event media buys and works with production companies to execute.
- 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 to ensure Sponsor needs are met well.
- Oversees and assists in producing all marketing materials (advertisements, banners, posters, fliers, etc.) and overall print campaign for the Fairgrounds.
- Coordinates and monitors the use of all social media programs and resources.
- Coordinates the production of the Event Guide.
- Coordinates all media asset distribution.
- Develop event rental promotional materials and keep current.
- Oversees content of both the Fairgrounds and the Fair website.
- Coordinates outreach efforts in the community, parades, parking lot parties.
- Works to establish new marketing programs and execute them.
- Work with all departments to ensure their programs, vendors, concessionaires, exhibitors, etc have the information they need for the very best experience at the North Idaho State Fair.

Fair Time Programming (25%)

- Keeping media fresh daily, coordinates all email blasts for the fair and livestock programs.
- Assist in assembling the master schedule of Fair activities including all shows, competitions, exhibitions, demonstrations, etc.
- Contract all entertainment, ensure payments are submitted to the Finance department. Work directly with the General Manager and Entertainment Coordinator on the master schedule of all stage and ground attractions.
- Coordinates lodging for all contract personnel and works with the SPonsorship manager to oversee partner hotels.
- Manage merchandise design, inventory, orders and fair merch booths.
- Assist in community contests and outreach programs.
- Assists in ticketing setup and box office as needed.

Assistant to the General Manager (25%)

- Assist General Manager with administrative duties, recording minutes, preparing board packets, press releases, mailings, newsletters, creating of new in-house events, contracts, policy and other various tasks as assigned.
- Assist in answering phones and be knowledgeable of all departments to ensure the highest quality of customer service.



REQUIRED KNOWLEDGE, SKILLS, ABILITIES

- Excellent communication, interpersonal and telephone communication skills, the ability to work with management and staff as well as the general public, clients and vendors. Ability to exercise tact, courtesy and firmness in frequent contact with community groups, customers and the general public. Establish and maintain effective working relationships with others as necessitated by work assignments.
- Extensive understanding of event production, contract negotiations and crowd safety.
- Working knowledge of Microsoft Office programs, including Word, Excel and Outlook, as well as Adobe Photoshop or comparable photo manipulation program and/or design programs.

EDUCATION

High school diploma or GED equivalent. College degree in marketing or business administration preferred.

EXPERIENCE

- Three or more years of experience in marketing.
- Three or more years administrative experience using programs such as Word, Excel and Adobe.
- Experience specifically with event organization and production is 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.

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 general 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.

COMPENSATION

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

TO APPLY

- Send resume, cover letter and salary requirements to Alexcia Jordan, General Manager, via email at alexcia@northidahostatefair.com or mail to 4056 N. Government Way, Coeur d'Alene, ID 83815.
- Application deadline is **Monday, May 20.**
- Anticipated start date is **Monday, June 3.**