



Red River Valley Fair

Job Description

Job Title: Director of Sales
Exempt Position

Reports To: Chief Operations Officer

DUTIES AND RESPONSIBILITIES

A. Essential Sponsorship Duties and Responsibility (45% of the position)

- Develop and implement a Red River Valley Fair official sponsorship sales, recruitment and maintenance plan for increasing revenues in a cost-effective manner.
- Target objectives include increasing sponsorship sales and creating sponsorship products and licensing arrangements to meet or exceed the overall business objectives. The plan shall include a sponsorship agreement, sponsorship listing of available assets, and a formula for benefit values.
- Develop and implement a sponsorship budget to achieve the sales financial goals.
- Develop, maintain, and implement sponsorship program guidelines to increase sponsorship recruitment, satisfaction, and support.
- Manages all sponsorship and hospitality activities. Responsible for sponsor prospecting, proposal customization and presentation, contract revision and servicing, sponsor follow-up and support, on-site development and representing the Red River Valley Fair at industry functions.
- Interface with Marketing to create and manage online sponsorship activations to ensure a steady stream of benefits and fulfillment for future sales.
- Manage all phases of activation to meet and exceed sponsor expectations.
- Submit progress plans, prospect activity, and forecast reports, on a weekly basis, to provide performance updates. Perform other duties as assigned.
- Position is responsible for Sponsorship Department budget goal setting and administration.

B. Essential Rental Sales Duties and Responsibility (45% of the position)

- Create and design an effective building layout.
- Creating event proposals which fit client requirements and presenting proposals by deadline.
- Maintain a working relationship with vendors and venues in the area.
- Plan event aspects, such as create and design an effective building layout for venue, seating and dining.
- Delegate event planning tasks to other staff members where necessary.
- Demonstrate to client's strong knowledge of venues and vendor offerings and take clients on tours of venue possibilities.

P.O. Box 797 * West Fargo, ND 58078-0797 * (701) 282-2200 * FAX: (701) 282-6909
www.redrivervalleyfair.com



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- Issue invoices and collect payments in a timely manner, create comprehensive financial outcomes for events.
- Manage and oversee rental events, including problem-solving, welcoming guests, directing event set-up, communicating with staff, and organizing vendors.
- Communicate with marketing team to create effective advertisements for each event, and when necessary, crafting marketing materials such as print and internet advertisements for individual events.
- Anticipate and plan for different scenarios.
- Create sales opportunities for future events during client liaisons and during events, includes possessing a strong working knowledge of the company to further these sales opportunities.
- Plan, coordinate and oversee multiple events being held at the same time.

C. Essential Fair/Big Iron Sales Duties and Responsibility (10% of the position)

- Attain all commercial exhibitors.
- Attain all concessionaires, contracts, payments, insurance and beverage orders.
- Assist in the production of all special days at fair.
- Assist staff members as needed on additional tasks/projects.
- Attend meetings and events as necessary.
- Assist with Fair preparation and activities.
- Assist staff members with miscellaneous events and activities.
- Acts in accordance with the policy manual.
- Always maintains good public relations.

QUALIFICATIONS

- Excellent written, communication and organizational skills.
- Ability to read and understand budgets.
- Ability to multi-task with excellent time management skills.
- Team-player with a positive attitude.
- Work inside and outside and is subject to environmental conditions.
- Subject to atmospheric conditions including: Dust, animals, hay, and straw.
- Ability to perform essential duties efficiently and accurately with or without reasonable accommodations and without endangering incumbent and other employees.
- Attention to Detail
- Team-Oriented
- Strong Written and Verbal Communication

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