Marketing & Public Relations Coordinator

Location: Waco, Texas

Reports To: Fair Manager

Join Our Team
The Extraco Events Center, Home of the Heart O' Texas Fair & Rodeo, is seeking a creative, energetic, and organized Marketing & Public Relations Coordinator to help tell our story, strengthen our brand and promote one of Central Texas's premier event destinations.

From the Heart O' Texas Fair & Rodeo—Central Texas' largest event—to concerts, livestock and equine events, youth sporting events, trade shows, banquets, and community gatherings, you'll help market a diverse lineup of events that welcome thousands of visitors to our facility each year.

If you're passionate about marketing, enjoy building relationships, thrive in a fast-paced environment, and aren't afraid to roll up your sleeves during major events, we'd love to hear from you.

How You'll Make an Impact
As our Marketing & Public Relations Coordinator, you'll play an important role in promoting the organization and supporting events throughout the year by coordinating marketing initiatives, creating engaging content, building community relationships, and helping deliver exceptional guest experiences.

Marketing & Brand Coordination
- Coordinate and implement annual marketing, advertising, and public relations campaigns that promote the organization, its events and its mission.
- Help maintain a consistent brand identity across the organization and affiliated entities.
- Create compelling print and digital marketing materials, advertisements, signage, and promotional assets.
- Develop and coordinate marketing projects with internal departments, community partners, vendors, and contracted marketing resources.

Digital Marketing
- Maintain and update company websites with timely and engaging content.
- Create and manage engaging social media content across organizational platforms.
- Assist with email marketing campaigns and digital advertising initiatives.
- Track marketing performance using analytics and provide recommendations to improve engagement and campaign effectiveness.

Public Relations
- Tell the story of the Extraco Events Center through compelling content, media outreach, and community engagement
- Build and maintain relationships with local media outlets and community partners.
- Write press releases, newsletters, speeches, and promotional communications.
- Coordinate media coverage and assist with media relations during events.
- Identify opportunities to generate positive publicity for the organization and its events

Event Promotion
- Develop and execute marketing efforts for the Heart O' Texas Fair & Rodeo and a variety of year-round events.
- Assist with on-site marketing activities before, during, and after events.
- Coordinate photography, promotional materials, signage, and other event marketing assets.

Community Relations

- Build and maintain positive relationships with community organizations, tourism partners, media partners, local businesses, and other key stakeholders.
- Represent the Extraco Events Center at community events, meetings, and networking opportunities to strengthen community engagement.
- Develop and coordinate community outreach initiatives and partnerships that increase awareness and engagement of the Extraco Events Center and its events.

Volunteer & Event Support

- Support the organization's Volunteer Management Program, working alongside more than 600 dedicated volunteers.
- Attend volunteer committee meetings as the organization's staff representative.
- Assist volunteer committees with marketing materials and event preparation.
- Support the planning and execution of events throughout the year.
- Take on additional projects and responsibilities as needed to support the team and organization

What We're Looking For

The ideal candidate is a creative communicator who enjoys working with people, managing multiple projects, and promoting events that make a positive impact in the community.

Preferred Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, Agricultural Communications, Business, or a related field, or an equivalent combination of education and experience.
- One to four years of experience in marketing, communications, public relations, event promotion, or a related field preferred.
- Strong writing, communication, and relationship-building skills.
- Experience managing social media platforms, website content, and digital marketing campaigns.
- Graphic design experience using Canva, Adobe Creative Suite, or similar software.
- Strong organizational skills with excellent attention to detail.
- Ability to prioritize multiple projects while meeting deadlines.
- Comfortable working independently and as part of a collaborative team.
- Experience capturing photography and video content for marketing purposes is a plus.
- Knowledge of agriculture, fairs, rodeos, livestock events, youth sports, or the event industry is a plus.
- Ability to work a flexible schedule, including occasional evenings and weekends, with extended hours through the Fair & Rodeo and a limited number of major events throughout the year.

Why Join Our Team?

Help bring unforgettable events to life. From the Heart O' Texas Fair & Rodeo to concerts, sporting events, trade shows, and community celebrations, you'll play a key role in marketing experiences that connect people and strengthen Central Texas.

We Offer

- Competitive salary based on experience
- Medical and dental insurance
- Retirement plan
- Paid Time Off (PTO)
- Flexible scheduling outside of peak event seasons
- A collaborative team environment where creativity, initiative, and professional growth are encouraged

Contact Information:

To be considered for this position, please email a resume and cover letter to jobs@hotfair.com