

# North Texas Fair and Rodeo

## Marketing and Media Manager

The North Texas Fair and Rodeo is looking to fill the position of Marketing and Media Manager. This is a full time position. The average work week will be 40 hours. The person considering this position should be aware that the months leading up to the fair and duties during the fair may require more time. When this happens we will offer comp time for when the schedule is not so demanding. Starting salary to be determined.

### **Job Responsibilities/ but not limited to the following**

- 1) Negotiate media buys that include T.V., Radio, Billboards, Print, Digital and Social Media advertising. Prepare and analyze proposals, contracts and/or agreements for presentation to the Executive Director.
- 2) Manage Marketing Budget for each year's fair, within the Fair budget.
- 3) Proficient in Adobe Photoshop and Adobe Illustrator.
  - a. Originate & create graphic design for each year's fair theme. Design graphics for all creative including but not limited to: print, billboards, digital, social, etc.
- 4) Create and Manage Social Media Content throughout the year.
- 5) Provide graphic design for signage throughout the fair and other events.
- 6) Order signs for each fair.
- 7) Assist in writing and producing TV and radio spots for each year's fair.
- 8) Co-write bi-monthly newsletter to our volunteers and members.
- 9) Assist in managing membership data base.
- 10) Manage and execute volunteer, membership eBlasts.
- 11) Help create content and provide technical assistance in presentations to members, Board of Directors and other community presentations.
- 12) Recruit, schedule, and assist with media interviews.
- 13) Create and send out Press Releases to media.
- 14) Post fair wrap up
  - a) All vendors paid
  - b) Create annual impressions report
  - c) Prepare for annual marketing awards competition
  - d) Help prepare for Associations annual membership and Board meeting.

**Job is available immediately. North Texas Fair and Rodeo**  
**2217 N. Carroll Blvd.**  
**Denton, TX 76201**  
**Ofc. 940-387-2632**

**Interested parties – please email your resume to Glenn Carlton [gcarlton@ntfair.com](mailto:gcarlton@ntfair.com)**