

Social Media & Digital Marketing Coordinator

Erie County Agricultural Society, producers of the Erie County Fair

Classification: Non-Exempt (Hourly)

Location: On-site at the Fairgrounds Main Office at 5600 McKinley Parkway, Hamburg, NY 14075

Hours: Full time; Typical shift is Monday through Friday from 8:00am-4:30pm or 8:30am-5:00pm; Must be able and willing to flex your shift to work evenings and weekends for special events, including all twelve days of the Erie County Fair each August as scheduled.

Reports to: Chief Marketing Officer; will collaborate with in-house Creative & Digital Marketing Specialist and Sponsorship & Special Events Specialist

The Role: The Erie County Agricultural Society's (ECAS) marketing team is growing! We are seeking a full-time Coordinator to join our team to support social media and digital marketing efforts. This individual will join a creative, fast-paced environment marketing some of the area's largest events, including the Erie County Fair and Fairgrounds Festival of Lights, along with agricultural shows like the Harvest Beef Classic, WNY Equifest, Empire State Beef Classic, and the WNY Preview Classic.

The Organization: The Erie County Agricultural Society is a private not-for-profit membership corporation, which annually produces the Erie County Fair. The Society is the oldest civic organization in Western New York, established in 1819.

Mission Statement: The basic purpose of the Erie County Agricultural Society, producers of the Erie County Fair, is to preserve and enhance, by educational endeavors, the agricultural and historical legacy of New York State.

Essential Duties and Responsibilities

Social Media Strategy & Execution

- Develop social media strategy to reach the organization's target audiences.
- Maintain a content calendar.
- Create all aspects of content including caption writing, creative and video filming and editing.
- Monitor effective benchmarks for measuring the impact of social media content. Analyze, review, and report on content effectiveness to maximize results.
- Develop and execute new strategies for growing existing social communities.
- Monitor, listen and respond to social media questions and comments.
- Develop and expand community and/or influencer outreach efforts.
- Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each review.
- Monitor trends in social media tools, applications, channels, design and strategy.

Marketing, Media & Graphics Support

At times, this individual will provide administrative support to the team, including but not limited to:

- Provide design support (web, advertising, collateral, etc.)
- Develop digital marketing, social media and earned media reports
- Curate photo and video files
- Provide special events support
- Manage website updates and reporting
- Provide email marketing design and management
- Support sponsorship development initiatives

Qualifications and Requirements

- Displays in-depth knowledge and understanding of social media platforms, their respective users and how each platform can be deployed in different scenarios.
- Demonstrates winning social customer service techniques such as empathy, patience, advocacy and conflict resolution.
- Displays ability to effectively communicate information and ideas in written and visual formats, including video.
- Possesses strong oral and written communication skills.
- Demonstrates strong graphic design skills.
- Practices excellent time management and organization and is comfortable working on multiple deadlines and events at once.
- Is creative, visionary and enjoys trying new things.
- Has an eagerness to learn new systems, including Google Analytics, media monitoring (Meltwater), CMS (website) and email management tools.

Education and Experience

An Associate's or Bachelor's degree in marketing, communications, English, or business is preferred, but not required. Alternatively, a certification from a design or marketing technical or trade school combined with work experience will suffice on an individual case-by-case basis. A background in agriculture is not required, but certainly welcomed.

Technical Skills

This individual must possess functional knowledge and experience in the Adobe Creative Suite (CC) and social media management platforms. Ideally, candidates should also have practical knowledge and experience using Microsoft Office applications, Google Analytics, content management systems (CMS), video tools and email marketing platforms.

Salary Range

\$19-\$21 per hour

To Apply

Please send work samples and your resume to Alison Bukowski abukowski@ecfair.org.