



Marketing & Public Relations Manager

Chartered in 1923, the Amarillo Tri-State Exposition is a 501(c)3 non-profit organization governed by a volunteer board of directors. The Expo operates and maintains the fairgrounds complex year-round and is responsible for the production of the annual Tri-State Fair & Rodeo. The mission of the Expo is to help strengthen the local economy by attracting visitors to Amarillo, host entertaining, family-friendly events for area citizens, and support education.

To accomplish these goals, the Expo plays host to more than 85 events each year ranging from local non-profit fundraisers to world championship equestrian competitions. Studies show these events contribute more than \$21 million in economic impact to the area annually. Each September, the fairgrounds transform into the largest family event in the Texas Panhandle, the Tri-State Fair & Rodeo. This signature event draws approximately 130,000 attendees over a nine-day period, generating more than \$5 million each year in economic impact - none of which would be possible without nearly 300 local volunteers.

Compensation: \$38,500 - \$45,000, PTO, Medical & Dental Benefits, Retirement Plan

Position Summary: Full time, reporting directly to the CEO. The primary functions will be to:

1. Develop and implement successful marketing plans and tactics that meet short and long-term objectives
2. Create communication strategies that result in positive public perception and an increased awareness of the mission of the fairgrounds

Essential Duties and Responsibilities:

- Develop an annual marketing plan for the fairgrounds and TSF that helps to serve the mission of the organization
- Identify target audiences and develop strategies to reach and engage them effectively
- Manage and maintain the organization's website, social media accounts, and email marketing campaigns
- Create digital newsletters for internal and external communications as necessary
- Create engaging and relevant content to drive online engagement and ticket sales when appropriate
- Monitor and analyze web traffic and social media metrics to refine strategies and optimize performance
- Develop high-quality, creative content for various marketing materials such as TSF poster, advertisements, brochures, flyers, videos, press releases, and year-end reporting
- Create and oversee a consistent and appealing brand image
- Monitor and report on the effectiveness of marketing efforts
- Foster and maintain relationships with local communities, vendors, sponsors, partners, etc. to further the organization's mission, presence, and support (i.e. CVB, Chamber of Commerce, etc.)
- Assist in the development and management of a marketing budget, ensuring cost-effective strategies that deliver results
- Prepare regular reports for the CEO and Officers detailing key performance indicators and provide insights for improvement

- Serve as a liaison with the news media during the annual TSF and other events
- Help news media identify stories that would be beneficial to the fairgrounds mission
- Appear on-camera and on-air for local news outlets to promote relevant information
- Oversee and approve the work of any third-party advertising or marketing agency
- Capture photographs and video of events at the fairgrounds, the TSF, committee meetings, etc.
- Create and/or obtain necessary items to facilitate sponsorship agreements
- Work with clientele to provide hospitality and assistance during events (hotels, restaurants, tours, programs, off-campus activities, etc.) as needed
- Travel to industry conferences, shows, meetings, etc. to promote the fairgrounds and gather relevant information
- Stay up-to-date on trends in ways to better market the fairgrounds
- Other duties as assigned

Training, Knowledge, and Skills:

- Any equivalent combination of education, experience and training which provides the knowledge and abilities necessary to perform the work
- Wide range of knowledge regarding agriculture and the fair industry including, but not limited to, marketing, livestock and equine
- Proficient in Adobe Creative Suite (InDesign, Photoshop, Illustrator), MailChimp (or similar) and all Microsoft applications
- Excellent communication and public relation skills, both written and verbal
- Ability to handle high stress environments

Personality Traits

- Creative
- Passionate
- Personable
- Forward-thinking
- Humble team-player

Special Qualifications

- Available on-site every day in September, including weekends
- Ability to operate a motor vehicle and with a Texas driver's license
- Must successfully complete a background investigation
- Sufficient clarity of speech and hearing, with or without reasonable accommodation, which permits the employee to discern verbal instructions and communicates with others by telephone and in-person
- Sufficient visual acuity, with or without reasonable accommodation, which permits the employee to comprehend written work instructions and read and prepare documents, and related materials
- Sufficient manual dexterity, with or without reasonable accommodation, which permits the employee to operate standard office equipment, including personal computer, and a motor vehicle