

# Marketing Coordinator (seasonal)

(Resumes and references will be accepted until the position is filled)

Utah's largest event is seeking a friendly, highly motivated self-starter to join our team for the 2025 Utah State Fair. The Marketing Assistant is responsible for supporting all areas of the marketing department including social media, branding, and sponsorships. If you're interested in the event biz, join the team that runs the single largest event in the state.

**Dates of Employment** – April 1 – October 10, 2025

**Status** - Part Time seasonal

**Hours** – March 1 through September 1<sup>st</sup>; 20+ hrs/wk (days are flexible)

During the Fair (September 4-14) applicant **MUST** be available to work 40+ hours, including nights and weekends.

October – 15-20 hrs/week

**Pay Rate** - \$18 per hour

**Reports to** – Marketing Director

**Duties** included but not limited to:

- **Marketing & Promotion**
  - Assist in executing the annual marketing campaign to promote the state fair.
  - Manage social media accounts by creating, scheduling, and posting engaging content for multiple social outlets (Instagram, Facebook, TikTok, Pinterest, YouTube, etc.) and accounts for the Utah State Fair, Utah State Fairpark & Event Center, and others.
  - Draft press releases, newsletters, and promotional materials.
  - Support the Fairpark's promotional events leading up to and during the fair.
  - Update and maintain the fair's website.
  - Monitor and analyze the performance of digital ads, campaigns, and social media engagement.
  - Respond to inquiries on digital platforms to enhance audience engagement.
  - Coordinate influencer collaborations
  - Collaborate with the team to produce high-quality photo and video content showcasing the Fair and Fairpark events.
- **Branding and Design Support**
  - Ensure brand guidelines are adhered to across all marketing materials.
  - Collaborate with Marketing Director to create visual materials like banners and signage.
- **Media**
  - Help coordinate media schedules and media check-ins
  - Assist in coordinating interviews and appearances for fair organizers or performers.
  - Monitor media coverage and compile reports on public reception.
- **Sponsorship**
  - Assist in coordinating partnerships and sponsorship promotions.
  - Attend to Fair sponsors and partners, ensure fulfillment of contractual obligations.
  - Track and document sponsor deliverables, such as signage, booth setups, or event announcements.
- **General Office Help**- Answering phones, making copies, sending emails, filing, running errands, etc.
- **Other duties as assigned.**

## Qualifications

- Solid written and verbal communication skills, ability to handle multiple tasks with little supervision.
- Proven experience coordinating social media platforms for events or consumer-focused brands.
- Demonstrated skills in creating engaging content (i.e. graphics, videos, and written posts)
- Experience with:
  - Content Creation Tools like Adobe Creative Suite, Canva, or similar

- Photo and video editing tools iMovie, Final Cut Pro, etc.
- Email marketing tools such as Mailchimp, Constant Contact, or Hive
- Ability to perform in a very fast paced, high stress environment.
- Must be a self-starter, reliable, energetic and outgoing.
- Possess excellent problem-solving skills, be detail oriented, organized and have ability to make decisions under pressure.
- Able to work long hours, nights and weekends during the Fair.
- Current driver's license and reliable vehicle required.

**Physical Requirements**

- Must be able to lift 40 lbs., standing and walking for long hours. Sitting, climbing, stooping, kneeling, crouching, reaching, pushing, pulling.
- Ability to work in temperatures exceeding 95 degrees.
- Ability to work in an environment where animals, animal matter and dust are present is a must.

To Apply:

Submit a cover letter, current resume, along with examples of your social media posts, graphics, videos, etc. to:  
[holli@utahstatefair.com](mailto:holli@utahstatefair.com)