



**SUBMIT APPLICATIONS (STD. 678) TO THE FOLLOWING ADDRESS:**

**OC Fair & Event Center  
Administration Building  
88 Fair Drive  
Costa Mesa, CA 92626  
Tel: (714) 708-1563**

**Website:** <http://www.ocfair.com/ocf2/about/Listjobs.aspx>

***Please complete the Application on a computer or print in ink. All questions must be answered completely and accurately, except as noted. Only Application STD 678 will be accepted. Application (STD 678) is available at <https://jobs.ca.gov/pdf/std678.pdf>***

**Applications will be accepted by mail, facsimile, or express mail.**

The OC Fair & Event Center (OCFEC), an agency of the State of California, is located in Costa Mesa, CA. OCFEC produces the annual 23-day Orange County Fair as well as hosting other events, such as consumer shows, trade shows and festivals, throughout the year. OCFEC is the home of the Pacific Amphitheatre, an 8,500-seat outdoor amphitheater that hosts concerts, and Centennial Farm, a working demonstration farm featuring crops and live animals. We are seeking a high level, energetic individual, to be part of our team, as our Director of Communications (Deputy Manager II).

**OC FAIR & EVENT CENTER MISSION STATEMENT:**

Celebration of Orange County's Communities, Interest and Heritage

<b>Position Title:</b> Director, Communications	<b>FLSA Status:</b> Exempt
<b>Reports to:</b> Vice President, Business Development	<b>Supervises:</b> <ul style="list-style-type: none"> <li>• 1 Full-Time Communications Coordinator</li> <li>• 3-4 Seasonal PR Contractors and Interns</li> </ul>
<b>Salary Range:</b> \$5,311.00 - \$6,598.00 per month + 15% recruitment and retention differential	
<b>Position Purpose:</b>  Serves as a member of the District's senior leadership team to strategize, plan, and direct the PR, Media Relations, Social Media, Government Relations and Internal Communications functions and ensure that the organization's key messages reach the	



public.

**Essential Functions:**

1. Evaluates and analyzes issues impacting the organization; develops appropriate communications strategies, and implements solutions.
2. Creates and implements comprehensive programs for dissemination of information to the public.
3. Coordinates with Marketing to develop effective PR campaigns to promote the annual OC Fair, Imaginology event, year-round events program and other property activities.
4. Directs all media relations activities and serves as official spokesperson to media and public groups.
5. Creates an annual communications plan that integrates organizational initiatives and provides monthly action plans.
6. Oversees development and production of all communication tools, such as press releases, publications, media guides, etc.
7. Develops effective internal communication programs using a variety of methods and tools.
8. Promotes and fosters good relationships with the community and various community groups and other local agencies, including working with elected officials throughout Orange County and the State of California.
9. Directs the organization's social media program.
10. Provides functional guidance to department staff by establishing, monitoring, and enforcing policies and procedures.
11. Provides timely and effective performance feedback and coaching. Support the PR, Media Relations, Social Media, Government Relations and Employee Communications functions.
12. Develops effective communication plans, including crisis communications and media training
13. Acts as liaison with organization's lobbyist firm in Sacramento to coordinate legislative information that impacts the OC Fair & Event Center.

This document in no way states or implies that these are the only duties to be performed by the employee occupying this position.

**Secondary Functions:**

1. Manages budgets and controls expenses effectively.
2. Hires, trains, develops and appraises staff effectively. Takes corrective action as necessary on a timely basis in accordance with company policy. Consults with Human Resources as appropriate.
3. Recommends and champions department process improvement initiatives to increase productivity.



4. Communicates effectively with staff, peers and executive management through regular meetings, status reports and electronic channels.
5. Keeps up-to-date on market trends affecting functional areas, to increase innovation and relevance on the property.
6. Spearheads effective communications and publications for employee news, policies, and other important information.
7. Develops expanded methods of using social media to engage the public, including photos, videos, blogs and two-way communication.
8. Keeps Board of Directors updated on OC FEC in the news; works with executive management on overall strategy and communications.

**Qualifications:**

- Either I: One year of increasingly responsible and varied supervisory or managerial experience overseeing activities such as marketing and promotions, fostering local community contacts, providing customer-oriented service, developing revenue generating alternatives, identifying efficiencies to reduce cost, community liaison activities, and developing and managing a significant budget, equivalent in level of responsibility to a Deputy Manager I, District Agricultural Association, in the California state service.  
Or
- II: Four years of increasingly responsible and varied supervisory or managerial experience overseeing the operations of a fair or exposition; agricultural association; arena, convention or event center; or other multi-use entertainment facility; or in an entrepreneurial capacity for a private or public sector organization responsible for activities such as marketing and promotions, fostering local community contacts, providing customer-oriented service, developing revenue generating alternatives, identifying efficiencies to reduce cost, community liaison activities, and developing and managing a significant budget. (A college degree in business administration, agricultural management, agricultural business, or a related field may be substituted for two years of the required experience.) (Completion of a recognized college internship program or an internship program through an organization such as Western Fairs Association, in which the intern performed significant duties at a DAA, fair, or exposition, may be applied toward the experience requirement, on a year-for-year basis.)
- Proven leadership skills and the ability to effectively guide staff to increased levels of performance
- Strong written, verbal and proofreading skills
- Excellent organization and customer service skills
- Excellent skills using MS Word, Excel, PowerPoint, Internet

**Special Qualifications:**



- Ability to work outside normal business days/week as demanded by events and programs
- Some travel required to support business growth and training

**Preferences:**

- Bachelor's or Master's Degree in Public Relations, Communications, Marketing or related field; or equivalent education and experience
- At least 10 years experience in the media relations, journalism or public relations industry, 5 years of which must be in a leadership capacity
- Experience managing PR for a public or governmental agency preferred
- Demonstrated experience in the following industries: public relations, media relations, government relations, marketing, journalism
- Previous experience interviewing with the media
- Must have PR experience with a large fair, festival, event or attraction
- Strong social media experience including Facebook, Twitter and Foursquare

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, talk and hear. The employee is occasionally required to walk; use hands and fingers to operate, handle, or feel objects, tools, or controls; and reach with hands and arms.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderately quiet, however louder noise levels may be experienced during outdoor events and when in larger event buildings.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them



from the position if the work is similar, related, or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change

**Will be required to perform other duties as directed, requested or assigned**