

ARIZONA EXPOSITION AND STATE FAIR

For over a century, the Arizona State Fair has provided Arizonans the opportunity to celebrate Arizona's heritage, youth industry, and future by bringing the entire community together. With over 1 million guests to the annual State Fair, and events year-round the Arizona Exposition & State Fairgrounds continue to be a gathering place for all.

DIGITAL CONTENT COORDINATOR

1826 W. McDowell Road, Phoenix, AZ 85007

www.azstatefair.com

JOB SUMMARY:

The Arizona Exposition and State Fair (AESF) have an immediate opening for a full-time ambitious and dedicated Digital Content Coordinator (DCC). As the DCC, you will coordinate all content and digital channels for the State Fair and Year-Round Events. This position will work closely with the Marketing Coordinator and the Assistant Executive Director (AED) of the Entertainment and Event Solutions department, to ensure digital content follows the Marketing Strategy. This position is responsible for the day-to-day management of digital online media marketing efforts including content creation and content strategy for email, web campaigns, blog, website, video content, and all social media outlets. This position requires strong editing, copywriting, managing multiple channels, posts and meeting deadlines.

JOB DUTIES:

- Build, manage, execute, and maintain social media assets through competitive research, platform determination, benchmarking, messaging, and audience identification
- Generate, edit, publish, and share daily social content; Plan and schedule content according to schedule
- Write posts
- Capture content for photo, video, vlogging
- Collaborate with other departments to manage reputation, identify key players and coordinate actions
- Coordinate across departments to ensure all activations/promotional elements are fulfilled

KNOWLEDGE, SKILLS AND ABILITIES (KSAs):

- Superior communication skills (both verbal and written) with **strong** attention to detail
- Exceptional customer service skills
- Strong organizational skills with the ability to handle/execute multiple tasks and prioritize
- Ability to work effectively and efficiently tight and multiple deadlines
- Ability to successfully execute tasks, working independently as well as part of a team
- Prolific use of Facebook, Twitter, Instagram, Snapchat, etc.
- Passion for knowing what the Digital Community within our Target is sharing/liking
- Minimum (2) years experience writing and posting Digital Content

BENEFITS:

The Arizona Exposition and State Fair offers a comprehensive benefits package to include:

- Sick leave
- Vacation with 10 paid holidays per year
- Health and dental insurance
- Retirement plan
- Life insurance and long-term disability insurance
- Optional employee benefits include short-term disability insurance, deferred compensation plans, and supplemental life insurance

RETIREMENT:

Positions in this classification require participation in the Arizona State Retirement System (ASRS). Please note enrollment eligibility will become effective after 27 weeks of employment.

All newly hired employees will be subject to the E-Verify Employment Eligibility Verification Program. AESF supports a diverse multi-cultural workforce that reflects the community, promotes equal opportunity at all levels of the Agency, and creates an inclusive work

environment that enables all individuals to perform to their fullest potential free from discrimination.

To Apply, please email Resume to: HR@azstatefair.com

OR Click on below Link to apply:

<https://azstatejobs.azdoa.gov/ltmprod/xmlhttp/shorturl.do?key=2CTE>

Persons with a disability may request a reasonable accommodation such as a sign language interpreter or an alternative format by contacting 602-364-3981. Requests should be made as early as possible to allow time to arrange the accommodation. Arizona State Government is an AA/EOE/ADA Reasonable Accommodation Employer.