

POSITION TITLE: Fair and Festival Manager

STATUS: Full Time/ Exempt

REPORTS TO: Chief Executive Officer

Project Overview

@the Grounds (ATG) is a multi-facility event campus comprised of a new 150,000 sq. ft. event center, two other multi-use buildings, a Speedway, 4 barns and large event lawns. ATG is a young company recently finishing a \$11 million-dollar renovation of the site and is in the process of completing the construction of the new \$36 million-dollar event center. Currently the 60-acre site hosts more than 160 event rentals a year. At this time ATG only produces two of its own events, the annual Placer County Fair and the Fourth of July Celebration, however plans are to add a couple of festivals in the coming years.

Job Summary

To ensure the sustainable operation and management of all ATG owned events along with the successful creation of new festivals. Secures partnerships and sponsorships for ATG events. Assists in the planning, operation and positioning of **ATG** as a premier convention, meeting, event, festival, fair and celebration destination with a focus both on local rentals and events that achieve specific room night goals.

Duties & Responsibilities

Responsible for the successful planning, sales, marketing, operation and growth of ATG owned events and as well as assisting our team with facility rental events as needed. Lead the successful implementation of ATG owned events, create and plan new festivals and events. Coordinate and liaison with the other ATG department to ensure successful, well regarded and growing events. Must be a motivated professional team player ensuring excellent customer service to position **@the Grounds** as “the place” in South Placer County and the Sacramento region for events, fairs, festivals and celebrations.

- Operate and maintain ATG owned events in compliance with all State, Federal and local laws and policies
- Develops and adheres to approved event budget for each ATG owned event
- Develops and implements marketing plans for each ATG owned event
- In charge of all operations of ATG owned events, coordinates and communicates with other ATG departments for each event
- In coordination with Human Resources and other ATG departments helps recruit and train ATG event staff
- Ensure employees are trained to perform their duties and follow all safety procedures
- Plan and supervise daily workload of all employees for ATG owned events, interfaces with grounds maintenance, finance and program administration through the appropriate department heads
- Creates policy, procedures, timelines and responsibilities for ATG owned events
- Develop and administer budget for each ATG owned event to the satisfaction of the CEO and Board, with monthly updates and forecasts for revenues and expenditures
- Monitor, recommend, implement, and communicate fee schedule changes as needed
- Ensures maximization of site usage and revenue streams from ATG owned events
- Oversee an aggressive marketing/sales plan for sponsors, partners and attendees for ATG owned events
- Oversee development and operation of ATG owned events including annual Placer County Fair,

Fourth of July Celebration and future festivals and promotional events

- Resolve issues and/or conflicts as they arise
- Ensures well run events through planning and attention to detail and communication

Requisite Skills

- Ability to communicate effectively in verbal and written form, with tact and diplomacy
- Self-motivated and results oriented
- Ability to create and maintain excellent customer relations with the diverse population of patrons
- Ability to create detailed implementation strategies, including follow up
- Effectively manage events with an eye on costs
- Strong organization skills, including the ability to manage multiple priorities and frequent interruptions.
- Ability to manage large events, with potentially high stress incidents, while under public scrutiny.
- Strong interpersonal skills and the ability to motivate and lead individuals and teams to achieve successful outcomes.
- Patience, determination, and the ability to manage change and pressure successfully.
- Ability and willingness to provide hands-on assistance alongside staff.
- Ability to manage a complex budget and increase revenue through promotion and marketing of each ATG event
- Excellent public relations skills and ability to maintain good media relations
- Ability to secure, motivate and supervise volunteer event staff
- Ability to work around animals typically found in a County fair/4-H environment (horses, cattle, pigs, dogs, etc.).
- Strong proficiency in Microsoft Office products with strong excel skills

Preferred Qualifications

The right candidate should be highly organized with a proven track record of sales and management in the festival/fair arena.

- A degree in Recreation/Tourism, Event Planning, Public Relations, Marketing, Business or other closely related field
- Direct experience in festival and event production
- Experience in securing event sponsorships
- Experience in event creation/start-up
- Experience in the development and successful operation of promotion and advertising programs
- Familiarity with fairs, 4H and FFA programs

This job description/posting describes the general purpose and responsibilities assigned to this job and are not an exhaustive list.

Salary and Benefits

Full-time, salaried position. Competitive salary, bonus package including full benefits.

To Apply Send resume and letter of interest to Careers@atthegrounds.com