

Corporate Sponsorship & Marketing Coordinator

Seeking a self-motivated, team player to join the year-round staff of the Solano County Fairgrounds in Vallejo. Primary duties include soliciting and implementing corporate sponsorships, electronic sign advertising sales, marketing and advertising support, electronic and social media campaign development, basic graphic design and production for signage and advertising, and community outreach including civic and public presentations. Ideal candidate is a problem solver who can multi-task and interact with a diverse spectrum of audiences, has demonstrated sales experience, and proficient with Microsoft Office and Adobe Illustrator. 40 hours per week, flexible work schedule to include some nights and weekends. Salary range \$35 - \$40K. Benefits include health, dental, vision and retirement plan. Full job description can be found at SCFair.com. Submit application/resumes to mpassey@scfair.org Position open until filled.



Solano County Fair Association Corporate Sponsorship and Marketing Coordinator

Position Title:	Corporate Sponsorship and Marketing Coordinator
Reports To:	Assistant General Manager (AGM)
Time Base:	Full Time – Eligible for Overtime
Position Summary:	At the direction of the Assistant General Manager and in conjunction with the Marketing Contractor, the Corporate Sponsorship and Marketing Coordinator will solicit and implement corporate sponsorships, electronic sign advertising sales, marketing and advertising support, electronic and social media campaign development, basic graphic design for signage and advertising, and community outreach including civic and public presentations. Performs additional duties as assigned by the Assistant General Manager.

Coordination:

Reports to the Assistant General Manager and work with the Marketing Contractor, Race Place Manager, Events Coordinator, Special Projects Coordinator and Fair-time Superintendents to achieve sponsorship and marketing objectives

Corporate Sponsorship / Sales:

- Solicit sponsorships from public and private entities to support Youth Ag Day, annual Solano County Fair and year-round activities
- Prepare sponsorship agreements and ensure the implementation of the agreement provisions
- Solicit public and private entities to advertise on the electronic sign
- Solicit public and private entities to advertise in the Blue Ribbon Competition Guidebook, the Fair-time Map & Schedule Brochure, and other print products developed by the Fairgrounds
- Assist in vendor relations during the Fair

Marketing:

- Support the Marketing Contractor in implementing marketing promotions, advertising campaigns, print materials and other tools to support Facility Rental sales efforts and programming objectives
- Attend regularly scheduled Fairgrounds staff meetings to gather and share information regarding activities being held on the Fairgrounds
- Support the Marketing Contractor in expanding the Fairgrounds social media marketing program and social media presence through Facebook, Twitter, e-blast newsletters and other platforms
- Support the Marketing Contractor on the optimization of the website and other online platforms to expand the use of Google Ad Grants and similar programs
- Maintain the Fairgrounds web site as needed with updates and information provided by staff
- Gather information to craft brief narratives on Fairground activities for use in various marketing venues

Graphic Support:

- Design and/or produce temporary signage and banners as directed by General Manager or designee utilizing the equipment in the SCFA’s Sign Shop to support year-round and Fair-time activities
- Support the Marketing Contractor in the development of advertising elements and pieces
- Develop content and support material to assist the Marketing Contractor in the promotion of the Fairgrounds

Community Relations:

- Support the Marketing Contractor in the development of presentations to civic and public audiences
- Present material to civic and public audiences, at the concurrence of Assistant General Manager
- Represent the Fairgrounds at community social and business functions, at the concurrence of Assistant General Manager



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Administration and Other Support:

- Create and submit required reports
- Other duties and responsibilities as assigned

Independence/Supervision Received:

This position must be able to operate with minimum supervision and meet specific goals and objectives for the assigned functions.

Desired Skills:

- Three years of advertising, media, sponsorship or promotional sales experience
- Existing contacts within the Northern California marketing, media, advertising and sponsorship community
- Proven track record of closing sponsorship, promotion and media programs
- Understanding of various disciplines of corporate sponsorship, advertising sales and event marketing
- Out of the box, creative thinker with an enthusiastic attitude
- Strong written and verbal communication skills; ability to present to corporate clients, community groups and Fair management
- College degree in marketing, management or related field
- Computer proficiency in Word, Excel, and Power Point a must
- Experience with Adobe Illustrator and Photoshop
- Strong financial skills for budgeting purposes and the ability to analyze statistical information
- Must be well organized with excellent time management skills and a strong work ethic
- Must possess the mental and physical capacities necessary to perform the essential job duties with the ability to lift up to 50 pounds
- Willingness to work nights, weekends and holidays when needed
- Valid driver's license with clean driving record
- Willingness and ability to travel locally on an as-needed basis

Acknowledgement:

I have read, understand and accept the duties, roles, responsibilities and limitations as the Corporate Sponsorship and Marketing Coordinator as described above. I understand that my duties, roles, and responsibilities may be amended, either temporarily or permanently, as deemed necessary by the Assistant General Manager. Further, I understand that my performance will be measured by the Assistant General Manager on the basis of my effective and efficient accomplishment of these duties, and cooperative fulfillment of these roles and responsibilities. If I am ever unclear or uncertain of my duties, roles or responsibilities, I will promptly seek clarification from the Assistant General Manager.

Employee Signature

Date

Assistant General Manager Signature

Date

General Manager Signature

Date