

**WALLA WALLA COUNTY
POSITION DESCRIPTION FORM**

TITLE: Marketing Media Relations and Event Coordinator Intern

DEPARTMENT: Fair

REPORTS TO: Fair Manager

PAY GRADE: \$14.00 per hour, temporary position, not to exceed 69 hours per month, not to exceed 200 hours

JOB SUMMARY: This position performs a variety of tasks relating to marketing, media relations, and events for the Walla Walla County Fairgrounds. This position will have the opportunity to observe sponsorship acquisition and retention efforts for the Fair, special events and the general facility to include joining meetings in which the Fair Manager will pursue: obtaining new sponsors, contract renewals, coordinating and encouraging sponsorship co-ops, and developing sponsorship ideas.

SUPERVISORY RESPONSIBILITIES: N/A

ESSENTIAL FUNCTIONS:

- Oversee the onsite orchestration of the media's presence including management of the fair's media office, onsite broadcasts, photographers and reporter interviews.
- Assist in aspects of the annual fair marketing campaign including the development of timelines, writing press releases and producing a media kit.
- Assisting the department with complicated logistics for meetings, rehearsals and events, including securing location, site set-up, audio/visual needs, food and beverage, etc.
- Answer and deal directly with a heavy volume of phone calls and emails pertaining to Event RSVPs.
- Check Constant Contact, events email and phone line for Event RSVPs and update tracking sheet.
- Manage attendee lists for events and create, print, and prepare name tags.
- Send out daily RSVP reports leading up to all events.
- Create and prepare material relating to all events.
- Track attendees, sponsors, vendors and others for all events.
- Take on a variety of administrative projects and day-to-day tasks including mailings, assembly of projects and filing.

EXAMPLE OF DUTIES:

- Assist in producing marketing materials (advertisements, banners, posters, fliers, etc.) and overall print campaign for the Fairgrounds.
- Assist in the promotion of the Fairground's facilities, including production of sales materials, client solicitation, collaborations with trade and tourism organizations.
- Assist in coordinating the event media buy and works with fair staff to execute commercials/ads.
- Assist with the fair's daily promotional campaigns.
- Assists with special projects as requested and performs other duties as assigned by the Fair Manager. Also provides administrative support to staff.

- Assist in the scheduling of program tours and create site visit agenda for executive leadership, staff and donors.
- Develop a regional media plan for advertising and promoting the 2019 annual fair and forward.
- Conduct a wrap up after the annual event and prepare reporting for next year's event.

EQUIPMENT TO BE USED: General and specialized office equipment, including 10-key calculators, computers, printers, copiers, scanners, multi-line phones, fax machines and any other office equipment.

WORKING ENVIRONMENT/ PHYSICAL ABILITIES: This position requires the manual dexterity and visual acuity to operate personal computers, other office equipment and peripherals. Requires sufficient hearing and speech ability to communicate verbally. Must be able to sit and/or stand for extended periods of time, bend, twist, stoop to access files, and lift twenty-five (25) pounds.

KNOWLEDGE AND ABILITIES:

- Completed coursework with an interest in marketing, public relations and/or fundraising.
- Completed coursework involving market planning, market analysis and/or market publications production.
- Working knowledge of Microsoft computer programs.
- Ability to articulate the purpose, mission and needs of the County Fairgrounds.
- Ability to work collaboratively and/or in an independent setting.
- Ability to handle multiple tasks and day-to-day operations calmly, efficiently and in a positive, cooperative manner.

EDUCATION AND EXPERIENCE: Must be enrolled in college. Excellent verbal and written communication skills required. Strong attention to detail and organizational skills.

LICENSES AND OTHER REQUIREMENTS:

- Must possess a valid driver's license.
- Must successfully pass a background check and a driving record check.

THIS POSITION DESCRIPTION DOES NOT CONSTITUTE A CONTRACT FOR EMPLOYMENT.

To Apply:

Email your resume and cover letter explaining why you are interested in a Marketing and Public Relations internship at the Walla Walla Fair, listing 3-4 learning objectives for your internship and describe your career objectives.

Email: bogg@co.walla-walla.wa.us

Phone: 509-527-3247

Mailing Address:

Walla Walla County Fair

PO Box G

Walla Walla, WA 99362