

**WALLA WALLA COUNTY
POSITION DESCRIPTION FORM**

TITLE: Marketing Public Relations and Social Media 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, public relations, and social media management 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:

- Coordinating and monitoring the use of all social media programs and resources.
- Developing email communications and other online strategy projects.
- Taking a lead role in the maintenance of Instagram, Facebook and Twitter campaigns.
- Organizing and mapping website content.
- Maintain and update website Events Calendar.
- Developing a strong understanding of the Fair's products and services.
- Perform management tasks of the Fairgrounds website and ensure its accuracy, ease of use and appeal to the public.
- Take on a variety of administrative projects and day-to-day tasks including mailings, assembly of projects and filing.

EXAMPLE OF DUTIES:

- Assisting with editing, producing graphics and measuring analytics.
- Assists in producing marketing materials (advertisements, banners, posters, fliers, etc.) and overall print campaign for the Fairgrounds.
- Assists in the promotion of the Fairgrounds facilities, including production of sales materials.
- Assists with the Fair's daily promotional campaigns and in the creation of displays.
- Assists in updates to marketing and communication activities.
- Assists with special projects as requested and performs other duties as assigned by the Fair Manager. Also provides administrative support to staff.
- Develop a social media/online plan for 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:

- Knowledge of social networking platforms, primarily Instagram, Facebook and Twitter.
- Knowledge in the fields of brand management, marketing and graphics designs.
- 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.
- Ability to learn quickly.

EDUCATION AND EXPERIENCE: Must be enrolled in college. Excellent verbal and written communication skills required. Strong attention to detail and organizational skills. Experience with Adobe Photoshop, InDesign, Microsoft Word, Excel and Outlook. Experience with HTML coding desirable.

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 Social Media and Event Coordinator 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

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