

*Washington*  
**STATE FAIR**

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The Washington State Fair Events Center is hiring a Business Development and Group Experience Coordinator to drive revenue growth through various programs tied to the organization's five signature events. Key job functions include generating leads, managing and growing outside group sales, and negotiating sales agreements and further developing existing corporate partnerships. The coordinator will also oversee seasonal event staff and ensure the successful planning, activation, and execution of events to meet sales targets and enhance group experiences. Successful collaboration and team work are a must through various departments to ensure effective communications, planning and outcomes for all.

**ESSENTIAL RESPONSIBILITIES**

- Closely monitor and be highly familiar with corporate partner assets (on grounds, programs, virtual), develop new assets, identify new opportunities, and look for ways to cross promote and extend partnerships with multiple Fair produced events.
- Responsible for outreaching, increasing, developing, overseeing and tracking corporate partnerships, activations and engagement for Spring Fair, The Taste Northwest, State Fair, Oktoberfest, Holiday Magic and share potential new facility rental partners.
- Develop a recruitment and implementation plan to reach business-to-business development sales program goals.
- Retain, recognize and recruit/research business relationships to create long-term ongoing partnerships.
- Oversee development and production of program collateral.
- Evaluate and identify partner needs for Fair experiences.
- Generate leads, booking, and execution of group sales for ticketing, on-site activation and events, in coordination with Event Services team as applicable.
- Generate leads and execution of local community rodeo sponsorships.
- Responsible for readiness of the VIP Tent and Fair View Club or other event spaces for Fair and event time, e.g. décor, registration, lighting, supplies, catering, work orders, etc.
- Increase, develop and coordinate group sales events and efforts.
- Administer advance ticket sales via sponsor and other discount ticket outlets. Includes negotiation and follow through of agreements and logistics.
- Partner with other businesses/organizations to provide creative cross-marketing opportunities, like the Cowboy Crawl.
- Engages with and participates in key community organizations to develop relationships, network and build mutually beneficial partnerships. Represent the Fair at networking events and industry meetings in the region.
- Attend networking opportunities that align to build new clientele and referrals. Research competition to assist with development of competitive products/programs.
- Work with various departments to achieve goals.
- Hire, train, schedule and supervise group experience superintendent and seasonal assistants.
- Process purchase orders, summary of quotation per purchasing policy, ensure production, delivery and distribution of payment for these projects.
- Create, maintain and reconcile a variety of budgets, excel spreadsheet analysis, charts and graphs, including production of profit and loss statements by event.
- Responsible for performing general office duties and assist Strategic Partnership Manager and team with duties as needed including but not limited to answering phones, switchboard, kitchen duty and routine office tasks, as required of entire administration team.
- Assist with customer service, on the phone and on-site, handling guest/group sales issues as well as special event support.

**DESIRED SKILLS AND EXPERIENCE:**

- Requires Bachelor's Degree with concentration in Business, Marketing, Administration, Hospitality or equivalent.
- Minimum 3 years related experience working in business development or related field.
- Project management experience and detailed record keeping and spreadsheet analysis experience is a requirement.
- Must be highly collaborative and have the ability to work with a variety of people with varying backgrounds and experience.
- Ability to be creative, innovative, professional, organized, and attentive to detail.
- Possess the ability to be flexible and multitask on various projects in fast-paced, deadline-oriented environment, and able to support other's needs.
- Strong understanding of the sales process, customer service and interest in business marketing.
- Exceptional communications skills, ability to trouble-shoot problems and present solutions for a variety of situations.
- Ability to develop, implement and manage programs and projects; plan and develop goals and identify necessary actions to meet goals. Time management skills and ability to efficiently manage other employees.

**COMPENSATION & BENEFITS**

The pay range for this position is \$28.50 to \$38.50/hourly based on an assessment of knowledge, skills and experience of the candidate offered. Employees are offered healthcare coverage options which include medical, dental, vision, long term disability insurance and are able to enroll in the Fair's 403(b) plan. Employees accrue ten vacation days and eight sick leave days a year, which can be used once accrued. Additionally, employees enjoy fourteen paid holidays throughout the calendar year.

**How to Apply:**

Submit a cover letter and resume via email to Roxanne Rose, [roxanner@thefair.com](mailto:roxanner@thefair.com) by end of business day, November 5, 2024. No phone calls or in-person resumes please.