

Washington
STATE FAIR
EVENT CENTER

MARKETING & PR ASSISTANT

The Washington State Fair Event Center is seeking an energetic, creative, and responsible employee to join our organization as the Marketing & PR Assistant. This position will support the Marketing and Public Relations Departments in departmental administrative operations encompassing planning and coordination, including managing calendars, maintaining spreadsheets and data analysis and support social media activities. The assistant will support a variety of marketing and public relations promotions and projects for the Washington State Fair, Spring Fair, The Taste NW, Oktoberfest, Holiday Magic and other year-round activities and events. This position is a part-time, non-benefited position with varying schedule year-round.

ESSENTIAL MARKETING DEPARTMENT RESPONSIBILITIES:

Assist with administrative work as it relates to the Marketing Department, including:

- Manage department timeline, campaign calendars, promotional activities, surveys
- Maintain a variety of Excel spreadsheet analysis, charts and graphs
- Oversee bidding, ordering tracking, delivery and distribution of collateral materials and promotional items
- Distribution of collateral materials; direct mailings, signage, posters, counter cards, flyers, coupons and other items in promotion of Fair-produced events
- Coordinate databases and mailings with the mailing vendor to ensure mailing compliance efficiencies
- Process purchase and work orders, summary of quotation per purchasing policy, ensure production, delivery and distribution of payment for projects
- Assist with planning, execution, statistical analysis and archiving of consumer marketing campaigns
- Assist with data to wrap-up reports for media partners and sponsors, as needed
- Research competitive events and other fairs to assist with development of products/promotions
- Other office duties as assigned

ESSENTIAL PUBLIC RELATIONS DEPARTMENT RESPONSIBILITIES:

Assist with administrative work as it relates to the Public Relations Department, including:

- Submit information to all media events calendars to ensure that all five signature events are in the listings
- Update the Washington State Fair Event Center's information throughout the year for company listings (i.e. International Association of Fairs and Exhibitions, Puget Sound Business Journal, etc.)
- Process purchase and work orders, summary of quotation per purchasing policy, ensure production, delivery and distribution of payment for projects
- Assist with any Signature Event set-up and coordination
 - Assist with department support during events as needed
 - Assist with data to wrap-up reports for media partners and sponsors, as needed
 - Escort media as needed

- Research and assist with community event coordination
- Assist with promotional product bids, ordering and coordinate delivery details
- Other office duties as assigned

QUALIFICATIONS

- Prefer 1-2 years of experience in Marketing or PR related field, college degree or education coursework equivalent. Experience in the hospitality, special event or tourism industry, a plus
- Familiarity of public relations, marketing, customer service and interest in consumer marketing
- Basic graphic design skills to manipulate existing files in Adobe In-Design and Adobe Photoshop, a plus
- Knowledge and experience with social media channels including Facebook, Instagram, Snapchat, Twitter, TikTok, YouTube
- Detailed record keeping and spreadsheet analysis is a must
- Strong computer skills with extensive knowledge with MS Office Suite, including advanced Excel and PowerPoint skills
- Exceptional communications skills, ability to trouble-shoot problems and present solutions for a variety of situations
- Ability to coordinate and work well with people, and have good verbal and written communications skills
- Time management skills and ability to efficiently manage workload
- Ability to be flexible and multitask on various projects in fast-paced, deadline-oriented environment
- Must be professional, energetic, a team player, self-motivated and able to support others' needs
- High degree of integrity and dependability

COMPENSATION & BENEFITS

This position is a part-time, seasonal, non-benefited position with varying, year-round schedule averaging 20 hrs. weekly. The pay range for this position is \$18.00 - \$22.00 hourly based on an assessment of knowledge, skills and experience of the candidate offered.

HOW TO APPLY

Please email cover letter and resume to whitnevw@thefair.com. Job posting will remain open until the position is filled.