

Washington
STATE FAIR

The Washington State Fair Events Center is hiring a data-driven Marketing Manager to develop and execute strategies and tactics to accomplish the organization's goals and objectives across its five signature events and facility rentals. This role is responsible for all aspects of the organization's marketing, including but not limited to: creating and executing fully integrated advertising campaigns, digital marketing, trademark management and market research.

The Marketing Manager should be an innovative and strategic thinker, tech-savvy and digital-forward.

Essential Responsibilities:

- Establish marketing goals, priorities and strategies for all five signature events: the Washington State Fair (including approximately 20 concerts and the Puyallup Rodeo), Spring Fair, the Taste NW, Oktoberfest and Holiday Magic.
- Create marketing plans (including digital advertising, traditional advertising and trade) in coordination with the Media Buyer and Digital Marketing Consultant to encourage advance ticket sales and maximize market share, revenues and return on investment for event offerings year-round, as well as for facility rentals and more.
- Develop annual advertising campaigns, in collaboration with a creative agency and internal team members for all signature events and other new events as added.
- Manage a shared full-time Marketing / PR Coordinator and part-time seasonal staff (as needed).
- Oversee the Media Buyer who places all traditional and supplemental digital buys.
- Oversee the Digital Marketing Consultant who carries out communication plans for the website, mobile app, SEO, paid search, online/social media marketing and targeted email communications strategy.
- Plan, formulate, deploy and analyze market research and data collection to identify opportunities for existing and future products / events.
- Collaborate with Public Relations Manager and Sponsorship on additional ways to partner and ensure a holistic approach to communications and marketing plans.
- Manage on-site communications targeted to guests including signage, promotional displays, video screens, billboards, stage announcements etc.
- Ensure consumer interface/communications facilitate an efficient purchasing experience for online and on-site box office locations.
- Conceptualize and develop cross-promotions with key marketing partners / sponsors.

Desired Skills and Experience:

- Bachelor's Degree in marketing or equivalent; and a minimum 5-10+ years of experience in the marketing field. Event marketing experience is preferred.
- Able to create specialized marketing plans for individual events based on target audiences and customer data.
- Able to be nimble during a campaign to shift strategies as needed depending on sales data.
- Solid understanding of digital marketing and advertising platforms and tools, market research, advertising, branding, graphic design principles, financial management, and public speaking skills are a must.
- Working knowledge of website/email management, social media, design and e-commerce marketing concepts.
- Working knowledge of marketing analytic tools (DOMO or similar a plus) and Microsoft Office Suite.
- Possess a holistic approach to campaigns, and understand how marketing intersects with all external initiatives.
- Able to work cohesively well with marketing partners and departments at all levels.
- Able to balance a wide range of responsibilities, while working within tight time constraints.
- Strategic and creative thinker with excellent written and verbal communications skills.
- Able to work additional hours during peak activity times.

How to Apply:

Submit a cover letter and resume via email to Andrea Thayer, andreat@thefair.com by October 6, 2022.

No phone calls or in-person resumes please.