



Event Representative

Oregon State Fair & Exposition Center (OSFEC) is an exciting, fast paced, and community minded company. OSFEC produces the Oregon State Fair and has a variety of events that are held on the grounds of the Exposition Center yearly. OSFEC is a place for new encounters, creative insights, and team building opportunities.

Job Responsibilities:

Key Overall Responsibilities

- Maintains positive working relationships with other members of OSFEC management, employees, contractors, partners, sponsors, other resources and the public using principles of professionalism and excellent customer service.
- Conducts assigned duties in a professional manner at all times.
- Communicates, verbally and in writing, in a diplomatic manner with clarity and professionalism. Maintains a welcoming and upbeat environment and demeanor while serving guests, customers, sponsors and partners in person, on the phone or via email.
- Assists with maintaining filing systems, spreadsheets and records on drive and hard files.

Marketing and Sponsorship

Oregon State Fair

- The overall objective of this responsibility is to assist with increasing unique visits by Fair guests, participation in Fair programs, sponsorships and partnerships, resulting in an increasing net profit.
- Assisting with ensuring the content is up-to-date and accurate on the Oregon State Fair website and all social media accounts.
- Assist with production of the Fair-time map, mini-manual and daily programs to ensure that a consistent, concise and user-friendly message is conveyed.
- Market, contact and reaches out to potential Corporate Companies to increase picnic events during the annual State Fair. Works with companies to implement a successful on-site event.
- Assists with contracted sponsorship company to track, fulfill and provide on-site implementation of benefits and needs for cash and non-cash sponsors and partners.
- Assists with marketing, contacting and reaching out to potential non-cash sponsors to obtain needed in-kind trade items to reduce budget. Writes Letter of Agreements for non-cash partners.

- Works directly with partners and sponsors to get tickets fulfilled. Keep concise track of fulfillments.
- Works with Sales, Marketing and Event Coordinator to ensure the Lana Avenue Billboard is up-to-date and designed to market the Fair June – September.
- Assists with sponsorship and marketing team to fulfill needs.
- Responsible for ordering and working with banner/sign company for all Fair signage and banner needs. Prepare document with locations that signs and banners are to be placed/hung and give to Operations Supervisor. Once placed or hung walk grounds to make sure they are in the proper locations.
- Works directly with libraries for the State Fair Summer Reading Program Coordinator to market and get tickets out to each library.
- Assists with increasing ticket sales.

Expo Center

- The overall objective for this responsibility is to assist in maximizing year-round use and increased profitability of Expo Center facilities by maintaining existing level of facility use and attracting new events, while providing excellent customer service.
- Works cooperatively with the Sales, Marketing and Event Coordinator to ensure all events are efficiently executed.
- Works in conjunction with the Sales, Marketing and Event Coordinator to promptly respond to Expo Center rental inquiries, facilitating tours of the facilities with potential clients, and follow up with clients to ensure superior customer service.
- Assists with obtaining new clientele and marketing the year-round Expo Center rental activity.
- Works with Sales, Marketing and Event Coordinator to ensure the Lana Avenue Billboard is up-to-date and designed to market the Expo Center October - May.
- Assists with ensuring the content is up-to-date and accurate on the Oregon State Exposition website and social media platforms.
- Actively participates in all marketing and sponsorship meetings as directed by the Sales, Marketing and Event Coordinator.
- Actively participates in weekly Expo Center meetings with Sales, Marketing and Event Coordinator, CEO, General Manager, Operations Supervisor, event staff, concessionaires and contractors. Verifies that all documentation is completed in a timely manner. Contracts sent and signed, proof or insurance and deposit has been received, scan and file in EventPro.

State Fair Programming

- Assists with State Fair programming needs to enhance, improve and keep fresh.
- Assists with Overseeing Natural Resource, Artisans' Village, The Schoolhouse and new programs as designated by the CEO.

Other Duties as Assigned

- Performs additional duties as assigned by the Sales, Marketing and Event Coordinator, CEO and General Manager.
- Works with partners to secure hotel rooms and booking of for Fair-time needs.
- Works with partners to secure travel partner for Fair-time needs.
- Works with partners to secure Fair-time copier needs.
- Order Fair-time shirt needs and coordinate with Departments.
- Organize and fulfill shirt request for each department and at end of Fair coordinate cleaning drop off and pick up of shirts to return to inventory and put in storage.

MINIMUM QUALIFICATIONS AND EXPERIENCE

- Three year's successful experience in Marketing, Business or Journalism
- Bi-lingual Spanish/English Speaking and Writing a plus
- Strong customer service background
- Solid social media experience in such platforms as Facebook, Twitter, YouTube, Vimeo, WordPress, Pinterest, etc.
- Must possess a valid Oregon Driver's License and vehicle insurance as required by OSFEC.
- Must pass criminal and financial background check.
- Must enter into a non-disclosure/confidentiality agreement.

SPECIALIZED EQUIPMENT & SOFTWARE PROGRAMS

- Microsoft Outlook, Word, Excel
- Adobe Sign
- Event Pro
- Business phone system

This is a full-time exempt position at the Oregon State Fair & Exposition Center. Compensation will be DOE between \$45,000 and \$55,000 a year. Oregon State Fair & Exposition Center offers benefits and contributes up to \$800 towards Health Insurance.

If interested please send your resume to:

rsherman@oregonstatefair.org