



## Brazos County Job Description

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<b>Class Number:</b>	B0851	<b>Title:</b>	Marketing & Sales Manager
<b>Pay Group:</b>	24	<b>Department:</b>	H.O.T. Fund
<b>FLSA Status:</b>	Exempt	<b>Reports To:</b>	General Manager, Exposition Complex and Brazos Valley Fair & Exposition
<b>Approved Date:</b>		<b>EEOC Category:</b>	Officials and Admin.

### General Summary:

Responsible for all aspects of marketing/communications and sales of all outside Exposition Complex facilities, including the Exhibit Hall, Ballroom, Pavilions and Covered Arenas. Works closely with Event Coordinators to reach potential customers on a local, regional, state and national level with a target message for each specific audience. Create and implement annual strategic Sales & Marketing Plan to grow business and increase awareness of the Expo as a premiere event facility in Texas.

### Essential Duties:

Develop and maintain tools necessary to support marketing and sales needs, including but not limited to:

Manage and create content for social media profiles including Facebook, Twitter & YouTube;

Design print and web ads, and other promotional materials using Adobe Creative Suite;

Create and implement annual advertising plan, meeting deadlines and distributing print advertisements to contacts with publications;

Manage, create and edit content for website including blog posts, photos and event details;

Manage and track website statistics through Google Analytics;

Serve as co-project manager/lead contact with external agencies to plan and execute large projects such as brand development, marketing collateral, video production and web design;

Write, edit and distribute press releases and upcoming outside event information to media contacts and online community calendars;

Build and maintain relationships with media contacts in local and external markets, promoting awareness of activities and events at the Expo;

Assist Marketing & Sales Manager- Inside Events with maintaining contact database;

Take photographs during select outside Expo events and maintain digital photo library;

Represent the Expo with booth display at local and external industry trade shows;

Assist in publishing the quarterly e-newsletter, adding content and distributing to list;

Assist in researching information for, creating and distributing quarterly marketing/sales reports;

Research projects and plan for annual marketing budget;

Assist in planning and implementing the annual economic impact analysis including the initial process of surveying attendees of select events;

Periodically make live appearances to discuss upcoming Expo events at local television and radio stations;

Occasionally travels to targeted out of county events to market Expo facilities to potential new Clients;

Provide marketing/communication assistance for the Brazos Valley Fair staff including website, marketing collateral, social media, advertising, etc.

Serves as a primary team member responsible for coordinating all sales, scheduling and event planning for the Exposition Complex ;

Assists in coordinating and maintaining the master schedule of all events to be held at the Exposition Complex facilities;

Is responsible for the contract development process for all outside events;

Works with the Event Coordinators in planning and coordinating set-up requirements for events;

Performs bookkeeping functions, including posting fees, and deposits to accounts receivable ledger, and preparing various financial reports;

Must be willing to work various hours as needed including some nights, weekends, holidays, etc.;

Other Duties as assigned.

<i>Supervision</i>	
<b>Received:</b>	General Manager, Exposition Complex and Brazos Valley Fair & Exposition
<b>Given:</b>	Assists in supervising all personnel, including assigning and reviewing work, conducting performance reviews and recommending personnel actions.
<i>Education</i>	
<b>Required:</b>	A bachelor's degree in marketing, management, communications, journalism, agricultural business/marketing or a closely related field.
<b>Preferred:</b>	
<i>Experience</i>	
<b>Required:</b>	Plus a minimum of two (2) years of related marketing/communications experience is required, preferably in the event facility industry.
<b>Preferred:</b>	In addition, experience in or verifiable knowledge of the equine and/or livestock industry is preferred.
<i>Certificates, Licenses, Registrations</i>	
<b>Required:</b>	None.
<b>Preferred:</b>	None.
<i>Physical Demands</i>	
<b>Typical:</b>	<p>Ability to sit for long periods of time at a personal computer performing work-related functions, also required to frequently stand and walk, and lift or move objects weighing up to 20 pounds.</p> <p>Work schedule must be flexible and may be dictated by the facility event schedule, occasionally work evenings, weekends and holidays. Occasional overnight travel may be required.</p>
<i>Knowledge, Skills, &amp; Abilities</i>	
<b>Typical:</b>	<p>Knowledge of Adobe Creative Suite, specifically InDesign and Photoshop; Knowledge of website content management systems (Drupal experience is a plus); Knowledge of Google Analytics; Excellent business writing, editing and proofing skills;</p> <p>Demonstrated ability to exercise discretion and independent judgment with minimal supervision as necessary in performing responsibilities.</p>
<i>Work Environment</i>	
<b>Typical:</b>	Must have the ability to multi-task in a stressful environment, have strong organizational skills, strong attention to detail, communicate effectively orally and in writing, have a strong work ethic and positive attitude, and work in a team environment.