



FAIR & EVENTS MANAGER JOB DESCRIPTION

Job Title: Fair & Events Manager

Job Class: TBD

Pay Grade: 127

Effective Date: October 2007

FLSA: Exempt

Revision Date: December 2024

NATURE OF WORK

Under general direction, plans, coordinates, and manages the operations and activities of the Southwest Washington Fair and Lewis County Parks; oversees off-season Fairground activities, rentals, and community functions; promotes community interest in the Parks, Fair, and the County's Fairground facilities; works with community leaders, organizations, volunteers, and supervises assigned personnel.

ESSENTIAL FUNCTIONS:

*The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

- Manages and coordinates the SWWF's day-to-day operations including administration, marketing, public relations, events management, contract administration, and customer service.
- Oversees County Parks Events, Rentals, and Public Relations.
- Directs, supervises, and participates in the development, implementation, and administration of the SWWF's marketing, yearly event, interim event, and new event plans.
- Actively recruits, negotiates and administers special funding to include sponsorships and grants for activities taking place at the annual Fair and/or onsite at the Fairground's facilities.
- Prepares, administers, and monitors the budgets for the Southwest Washington Fair and the Fairgrounds.
- Hires, supervises, and evaluates the performance of assigned personnel; supervises and coordinates the work activities of volunteers; coordinates and/or provides employee training.
- Assists with development and implementation of county policies and procedures for the Fair, and Parks events and activities.
- Monitors staff for compliance with departmental policies, procedures, and standards of service.
- Updates and maintains the Department's personnel files; tracks staff leave accruals.
- Participates, facilitates, and collaborates with the Southwest Washington Fair Commission, Fair Association regarding fair operations; prepares meeting agendas, reports, and presentations.
- Conducts a variety of public relations functions; develops and maintains partnerships with community organizations, clubs, and the media; delivers presentations and provides information regarding the SWWF.
- Provides support and assistance with various projects conducted by the Commission and/or the Association including marketing, promoting, and facilitating fundraisers, ice cream socials, or other functions.
- Identify grant opportunities. Prepare applications for various grants; administer approved grants; maintain knowledge of current and relevant grant processes, rules, regulations and associated agencies.
- Actively recruits, negotiates and administers special funding to include sponsorships and grants for the annual Fair and/or onsite at the Fairground's facilities as well as County Parks.
- Identifies opportunities and events. Creates, sets up, and/or staffs SWWF display booths at various types of community events.

- Prepares bid solicitations, coordinates bid processes; negotiates and administers contracts for a variety of park and fair services and events including vendors, entertainment, sound, lighting, stages, tents, parking, and security.
- Coordinates with the facilities staff regarding park and SWWF events, activities, interim event rentals, service requirements, office/grounds maintenance, and plays an integral role to the upgrade and improvements of county parks, and the fairground's, buildings, and facility.
- Prioritizes, prepares, communicates, tracks, and closes out division projects and work orders.
- Receives, investigates and resolves participant, vendor, volunteer, staff, citizen, community group, or community partner inquiries, concerns, complaints and problems ensuring positive public relations is a top priority.
- Oversees and delegates the maintenance office/fair supply inventories; authorizes division purchases; processes and authorizes division billing, payments, and reimbursements.
- Prepares and maintains a variety of departmental records, reports, and documentation; receives and processes records requests.
- Identifies and participates in a variety of staff, community, and Fair industry meetings, conferences, events, and seminars.
- Provides 24/7 on-call service in relation to Fairgrounds and/or interim events issues.
- Works a varying schedule depending on need and scheduled events to include nights, weekends, and holidays.

WORKING ENVIRONMENT / PHYSICAL DEMANDS:

Work is performed in a standard office environment and in and around fairground facilities; subject to sitting, standing, walking, bending, reaching, and lifting of objects up to 75 pounds.

EMPLOYMENT STANDARDS:

Associate's Degree in Fair Management, Marketing, or a closely related field; AND three (3) years' experience managing fairground operations and events.

A valid Driver's License is required; certification as a Certified Fair Executive (CFE) is desired.

KNOWLEDGE AND SKILLS:

Knowledge of:

- County policies and procedures.
- Fairground and park event operations, policies, and procedures.
- Regulations and standards governing fairground and park operations.
- Principles of marketing and public relations.
- Events management, grants, and contract administration principles.
- Processes for preparing and administering budgets.
- Supervisory principles, practices, and methods.

Skills in:

- Managing and coordinating the operations and activities of the County's Fairgrounds.
- Facilitating the delivery of high-quality fairground services to the community.
- Coordinating bid processes and negotiating/administering service contracts.
- Writing and submitting grants.

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- Establishing and maintaining effective working relationships with staff, volunteers, industry professionals, community organizations, outside agencies, vendors, contractors, and the general public.
- Communicating effectively verbally and in writing.
- Developing and administering budgets and monitoring departmental expenditure.
- Developing, Implementing, and Administering Policies and Procedures.
- Supervising, leading, and delegating tasks and authority.