

SNOHOMISH COUNTY JOB DESCRIPTION

FAIRGROUNDS PROGRAMS SPECIALIST

Spec. No. 2213

BASIC FUNCTION

To provide marketing and promotional support for the Evergreen State Fairgrounds Division.

STATEMENT OF ESSENTIAL JOB DUTIES

1. Oversees the preparation of Marketing and Action plans, advertising campaigns and promotions, sponsor negotiations, agreements and on-site placement.
2. Locates Evergreen Fair entertainment and attractions and conducts profitability analysis.
3. Plans and organizes all Evergreen Fair special events.
4. Develops and produces the master schedule for all Evergreen Fair events
5. Administers and monitors contracts for entertainment, professional services and special displays; prepares and evaluates Requests for Proposals and Requests for Qualifications and negotiates final agreements.
6. Monitors the performance of contracted service providers and when necessary provides input and recommendations for problem resolution.
7. Assists in researching and evaluating division programs, frames issues for presentation to Evergreen Fair Board, and provides input for problem resolution.
8. Monitors and oversees entertainment and professional services funds budget; analyzes data and provides input for annual budget process.
9. Oversees Revolving Fund checking account; prepares account budget, and processes and distributes checks for payment.
10. Provides liaison between media buyers and production agencies and the division.
11. Oversees and coordinates Fair Advisory Board activities including creating and distributing agenda, taking minutes and coordinating Board sponsored Fair events.

STATEMENT OF OTHER JOB DUTIES

12. Resolves complaints and politically sensitive issues in the absence of the Fairgrounds Manager.
13. Tracks and distributes Fair passes and coordinates activities for all special guests and VIP's.
14. Oversees the scheduling and processing of vouchers for travel and training.

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STATEMENT OF OTHER JOB DUTIES (Continued)

15. Develops correspondence and reports as needed.

MINIMUM QUALIFICATIONS

A bachelor's degree in marketing, business administration or related field; AND two (2) years experience in event advertising and promotion, project management or contract administration; OR, any equivalent combination of training and/or experience that provides the required knowledge and abilities. Must pass job related tests.

KNOWLEDGE AND ABILITIES

Knowledge of:

- principles and practices of marketing, advertising and promotions;
- principles and practices of public sector contract administration;
- project management;
- county standard software and hardware.

Ability to:

- prepare and negotiate contract terms;
- oversee project completion;
- meet time-sensitive deadlines;
- independently organize tasks and coordinate team efforts when necessary;
- communicate effectively both verbally and in writing to diverse individuals and groups;
- analyze data for specific outcomes including profitability;
- resolve issues and problems effectively;
- coordinate multiple events and processes simultaneously.

SUPERVISION

This position reports directly to the division manager. Assignments are of a general nature and the work is reviewed through reports and outcomes.

WORKING CONDITIONS

The work is performed in the office setting and outdoors during the Fair season. Employees in this classification work evenings, weekends and holidays as required.

Snohomish County is an Equal Employment Opportunity (EEO) employer. Accommodations for individuals with disabilities are provided upon request.

[EEO policy and ADA notice](#)

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Class Established: February 2000
Revised and Retitled: March 2001
EEO Category: 2 - Professionals
Pay grade: 238 - Classified Pay Plan
Workers Comp: 5306 Non-Hazardous