

RICHLAND COUNTY POSITION DESCRIPTION

Position Title: Fairgrounds/Parks Office Support **Department:** Public Works

Reports to: Department Director **Pay Grade:** D

Date: 1/31/2024

Hours Per Week: 20

POSITION SUMMARY

Coordinates many components of the annual Richland County Fair, and assists with year-round marketing of the fairground's organized events, facility rental opportunities, and ongoing public partnership opportunities.

Serves as the sponsorship coordinator for the fairgrounds. Assists the Department Director as needed in the coordination and administration of facility rental events, community recycling events, camping within the County Parks and fairgrounds, reports, funding/grant applications, and emergency and capital project plans.

This position is a very public-facing position and highly involved in community networking and collaboration. This position is funded with fairground event revenues, and it is essential that the individual in this role helps maintain the fairground's current partnerships and helps creatively open doors to new partnerships/opportunities in the community.

This position is typically performed in an office environment, however, there will be some outside event-related setup and teardown labor necessary, resulting in possible exposure to all weather conditions. There are times when work may need to be done in the evening, on weekends, and over a holiday in preparation for and during major events.

ESSENTIAL FUNCTIONS

The following duties are not intended to serve as a comprehensive list of duties performed in this classification, only a representative summary of the primary duties and responsibilities while working with the Department Director.

Incumbents may not be required to perform all duties listed and may be required to perform additional, position-specific duties. Other duties may be required or assigned.

County Fair Coordination/Planning

- Acts as volunteer program coordinator (recruitment, scheduling).
- Entertainment coordination, including local and regional acts (accepting applications, ideas, contracts, marketing).
- Designs and implements contests and ideas for community engagement and provides marketing concepts to increase awareness and sales of the events.
- Develops and revises the official Fairbook. Compiles all guide information and schedules.
- Creates and modifies various logistical documents (layout maps, spreadsheets, diagrams).

- Develops and maintains various logistic and operational signs.
- Assists Department Director with website and social media management.
- Coordinates and contracts with service providers as needed.
- Assists with the development of content for print, radio, and web ads, and works with third-party advertising contractors for fairground events.
- Develops and maintains no-cost marketing options (free website listings, community partner advertising trades, banner and signage placements) for fairground events.

Marketing

- Assist Parks Director with coordinated marketing efforts with year-round updates of social media content for the fairgrounds, parks, trails, and recycling.
- Maintains and utilizes strategic email lists and targeted marketing messages.

Business Liaison/Partnership/Sponsorship Coordination

- Coordinates overall sponsorship programs for the department. Works with existing sponsors and provides outreach to potential sponsors to help increase business partnerships and revenue for the fairground.
- Develops and maintains group ticket sales program.
- Attends local networking opportunities to promote department opportunities.
- Performs public presentations to service clubs and other local organizations.
- Develops and maintains a list of public partnership opportunities.
- Gives tours of the fairgrounds facility and or Parks as needed to potential users.

Business Liaison/Partnership/Sponsorship Coordination

Assist Department Director;

- Provides administration and coordination for facility rental use agreements.
- Provides coordination and logistical support for all parts of the department.
- Completes funding and grant applications as needed.
- Develops and maintains a comprehensive emergency plan for department operations.

Supervisory:

Primary contact for fairground/event workers and volunteers.

MINIMUM TRAINING AND EXPERIENCE REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

- High School diploma or vocational/technical training in office support functions.
- Two years of related experience are required.
- An equivalent combination of education and experience provides skills, knowledge, and abilities to perform the essential functions of the position.
- Proficient in computer applications; Word, Excel, Outlook, Adobe, and PowerPoint, required.
- General business, marketing, and accounting principles.
- Strong ability to communicate effectively and professionally both orally and in writing.
- Ability to organize, prioritize, and independently set time frames to complete work on time.

LICENSES AND/OR CERTIFICATIONS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

- Current WI driver's license with no prior convictions and/or unlimited access to reliable transportation.

PHYSICAL AND MENTAL ABILITIES REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Language Ability and Interpersonal Communication

- Ability to comprehend and interpret a variety of documents including financial reports, letters and memos, state and federal rules and regulations, and budget sheets.
- Ability to communicate effectively in verbal and written form with other departments within the County, the general public, and department staff both in person and in writing.
- Strong organizational skills, including the ability to manage multiple priorities and frequent interruptions.
- Ability to work around animals typically found in a County Fair environment.

Mathematical Ability

- Ability to add, subtract, multiply, divide, calculate decimals and fractions.
- Ability to compare, count, differentiate, measure, and/or sort data and information.

Judgment and Situational Reasoning

- Ability to multi-task daily with flexibility on the tasks to be performed daily.
- Ability to lead others, work independently, and work as a team
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Physical Requirements

- Ability to coordinate eyes, hands, feet, and limbs in performing coordinated movements in operating educational aids and office equipment.
- Ability to exert moderate effort in sedentary to light work, including stooping, kneeling, and crouching. Ability to handle, finger, and feel. Ability to lift and carry up to 50 pounds.
- Ability to recognize and identify degrees of similarities and differences between characteristics of colors, forms, sounds, odors, textures, etc.
- Ability to move and guide material using simple tools; haul items in a wagon, place signs and stands with hand cart.
- Ability to physically respond to a variety of settings to provide services, including office, barns, pulling track, midways areas, and community locations; post office, bank, courthouse, and other related businesses.
- Ability to operate a motor vehicle.

Environmental Adaptability

- Ability, regarding environmental factors such as temperature variations, noise, disease, and/or dust, to work under moderately safe and comfortable conditions.
- Ability to visit environments with a moderate risk for disease or physical harm.
- Ability to traverse a variety of walking surfaces as needed, including stairs.
- Exposure to the following materials may occur (this list is a sample and is not meant to be exclusive): cleaning/sanitation chemicals, solvents, volatile organic chemicals, environmental pollutants, paints, epoxies, abrasives, etc.
- Safety rules/regulations must be adhered to at all times, including appropriate attire and PPE when necessary.

Richland County is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Employee's Signature

Supervisor's Signature

Date

Date