

**Facility Marketing Representative,
District Agricultural Association
Essential Task Ratings Results**

| Task # | Task Statement |
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| 1. | Develop a positive public image for the District Agricultural Association (DAA). |
| 2. | Maintain a positive public image for the District Agricultural Association (DAA). |
| 3. | Develop advertising material and innovative multimedia marketing strategies for promoting the facilities. |
| 4. | Evaluates, analyzes, and monitors marketing trends to maximize fair attendance and the interim use of the District Agricultural Association (DAA) facilities. |
| 5. | Makes recommendations based on marketing analyses. |
| 6. | Prepare and maintain appropriate reports using the ledgers to update management. |
| 7. | Serves as liaison between the District Agricultural Association's (DAA) and vendors to keep them updated on current events.. |
| 8. | Using the various media outlets and clients, will help develop the widest possible market. |
| 9. | Incorporates all of the market penetration and growth. |
| 10. | Communicates with and addresses a diverse public promotional, marketing, and facility sales issues. |
| 11. | Book events using the database in order to update the event calendar for the District Agricultural Association's (DAA) event staff. |
| 13. | Monitor the billing and payment for each vendor to make sure all bills are paid timely. |
| 14. | Coordinates marketing and public relations for all interim facility sales. |
| 15. | Solicits sale and book events in a timely manner for the District Agricultural Association (DAA). |
| 16. | Oversees the accounting of event related contracts, protocol, insurances, load in/out, financial settlement, and invoice coordination. |
| 19. | Design, promote, organize and direct the annual sponsorship package. Oversee all sponsorship dollars by retaining sponsors and generating news sponsorships. |
| 20. | Oversee all annual Fair related marketing. |
| 21. | Create and design fair advertising material, which would include using innovative multimedia marketing strategies for promoting fair facilities. Direct and implement new |

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| 22. | Develop advertising material for fair, facility rentals, and RV park. |
| 23. | Participates as the fair representative in local committees such as convention bureau, visitor's bureau and Chamber and Council Associations. |
| 24. | Attend and meet with community groups, visitor's bureau and various chambers to promote use of the facility. |
| 25. | Incumbent will develop and maintain a positive image of the fair by soliciting sponsorships within the community. |
| 26. | Serve as Fair spokesperson and liaison between the District Agricultural Association (DAA) and the various media and clients. Oversee and supervise in creating a media guide about the Fair for reporters. |
| 38. | Coordinate and oversee temporary fair photographers and coordinate the use of appropriate photos in marketing and sponsorship promotion development. |
| 39. | Assist with the development of new promotional programs for business and individuals for the annual Fair. |
| 40. | Utilize tools of product marketing, prospecting, promotion and merchandising to achieve market penetration and growth. |
| 41. | Update facility evacuation and crisis communication plan and coordinate with outside emergency agencies for the District Agricultural Association (DAA) |