

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

Task #	Task Statement
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)