



LANE COUNTY
C057
Established 04/27/12

LANE EVENTS CENTER MARKETING ASSISTANT

CLASS SUMMARY: The purpose of this position is to work in support of the public information, communication, advertising and marketing efforts of the Lane Events Center Facilities and the Lane County Fair. Included but not be limited to coordinating all media, public relations and entertainment support for the Lane Events Center Facilities and the Lane County Fair.

SUPERVISION RECEIVED: Receives general supervision from management staff. May provide technical/functional supervision over assigned clerical and technical staff.

TYPICAL CLASS ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)

1. Assists and/or serves as a back-up in the function of marketing and promotional liaison to Event Promoters and media contacts.
2. Maintains thorough knowledge of local media sources (radio, television, print, etc) and price structures.
3. Coordinates public relations and marketing with management to effectively promote and market the facilities activities.
4. Assists in coordinating interviews and appearances etc. with entertainers and facility representatives for all departmental media requests.
5. Coordinates media credentialing for events, schedules and coordinates responses to requests for interviews and other related media requests.
6. Assists management in the development of promotional events and marketing campaigns designed to maximize public relations efforts on behalf of the center and its programs.
7. Monitors, tracks and verifies invoices related to general marketing and advertising of the facility, specific events, Fair and general marketing supplies. Assembles and organizes invoices, tear sheets etc. for audit and settlement.
8. Assists in the design and development of marketing materials for the Lane Events Center and the Lane County Fair.
9. Maintains and assists in the development of Lane Events Center and Lane County Fair websites/mobile sites and Social Media and ensures that information is updated and representative of the desired image of the facility and all events. Researches website design in general as it relates to other facilities and Fairs. Social media responsibilities currently include but not limited to Facebook, blogs, You Tube, Twitter etc.

LANE COUNTY
LEC Marketing Assistant (Continued)

10.	Assists with administration of contracts for various projects.
11.	Assists in the scheduling of local, regional and national entertainers for the Lane County Fair.
12.	Assists in the creation, design and execution of the Lane County Fair layout, equipment order and other related functions including but not limited to commercial exhibits, food vendors, entertainment, and other exhibits /attractions.
13.	Assists in determining the location and number of promotional billboards, banners and other specialty items.
14.	Sets up and maintains a variety of files.
15.	Prepares reviews and proofs publicly released documents for accuracy; makes necessary corrections; sorts and files documents and records.
16.	Distribute and pick up a variety of materials.
17.	Assists in training Fair office clerical and part-time personnel.
18.	Performs a variety of specialized duties related to the functions of the Marketing and Sales Department.
19.	Arranges and coordinates the reproduction of department materials; lists, abstracts or summarizes data; prepares basic statistical reports.
20.	Assists in the creation of post event reports, presentations etc.
21.	Assists in the coordination of all video and photo production pertaining to the Lane County Fair including but not limited to grounds and aerial photography.
22.	May be required to assist in typical office administrative functions including reception, filing, data entry, and document preparation as needed.

Knowledge of (position requirements at entry):

- Correct grammar, vocabulary and spelling.
- Basic principles and practices of public relations, marketing, advertising promotional activities, and techniques.
- Marketing and advertising terminology used when communicating with ad agencies, media buyers/ad reps, sponsors etc.
- Local, regional and national entertainment booking techniques and timelines.
- Basic event coordination and organization techniques and practices.
- Arithmetic, filing and record-keeping procedures.
- Modern office procedures, methods, and computer equipment.

Ability to (position requirements at entry):

- Use basic Web Design and content software.
- Apply Social Media communication methods and techniques and other specialized social

media marketing venues such as Facebook, Twitter, Blogs, You Tube etc.

- Use of popular and specialized computer-driven processing programs such as Apple IMac Computers, Aperture Photos Software and Pages Software.
- Represent the Facility and the Fair in a positive professional manner.
- Communicate clearly and effectively with public, staff, Event promoters, outside contractors, entertainers and media under time sensitive conditions
- Maintain cooperative and effective relationships with intra-and inter-departmental personnel, as well as any external entities with which position interacts.
- Use initiative in making recurring decisions regarding marketing and social media design and alert supervisor to problem or unfamiliar situations.
- Work competently with computer software for the purposes of designing, creating and maintaining department materials, websites, social media etc.

Training and Experience (positions in this class typically require):

Equivalent to a Bachelor's degree from an accredited college or university with major course work in computer science or a related field. Associates degree in Marketing, Media Design, Event Management, Business Administrative, or closely related field. Two-year's experience in events planning, fairs and festivals, marketing, media, public relations or a related field. An equivalent combination of experience and training that will demonstrate the required knowledge and abilities is qualifying.

Licensing Requirements (positions in this class may require):

Must have a valid Oregon Driver's License or the ability to obtain one within 6 months of hire.

NOTE: This position is represented by AFSCME Local 2831.

Classification History:

FLSA Status: Non Exempt.