



<b>Position Title:</b> Facility Marketing Representative	<b>FLSA Status:</b> Non-exempt
<b>Reports to:</b> Marketing Director	<b>Supervises:</b> N/A
<p><b>Salary Range:</b> \$4,610.00 - \$5,771.00 per month**</p> <p>**As part of the State's efforts to address ongoing budget shortfalls, through June 30, 2027, the Personal Leave Program 2025 [PLP] will be in effect. This consists of a 3% pay reduction in base monthly salary in exchange for an accrual of 5 hours of PLP leave per month. <b>The salary range included in the job advertisement does not reflect the reduction in pay. New to State candidates will be hired into the minimum salary of the classification.</b></p>	
<p><b>Position Purpose:</b></p> <p>Under the direction of the Marketing Director, the Facility Marketing Representative supports the promotion of OC Fair &amp; Event Center events and programs by coordinating and executing marketing and advertising initiatives, collaborating with internal departments, vendors, and event promoters, and ensuring timely, accurate distribution of marketing materials to support event promotion, outreach, and guest engagement.</p>	
<p><b>Essential Functions:</b></p> <ul style="list-style-type: none"> <li>• Coordinate marketing &amp; advertising production to promote and announce upcoming special events and activities on the property and develop marketing materials.</li> <li>• Coordinate and support digital marketing initiatives, including website content updates, email marketing campaigns, and social media promotions, using content management systems (CMS) and marketing automation platforms.</li> <li>• Assist with the setup, tracking, and performance review of digital advertising campaigns using tools such as Google Ads and Google Analytics to support event promotion efforts.</li> <li>• Monitor basic digital marketing performance metrics (e.g., impressions, click-through rate, open rates, and engagement) and compile summary information for staff review.</li> <li>• Develop creative briefs, and use the Ashore program to review designs, for the development of marketing materials for promotional usage (e.g. print ads, brochures, flyers, and web banners), in accordance with the guidelines set by the Marketing Department and existing style guides.</li> <li>• Prepare specifications &amp; project descriptions for bidding (e.g., include size, quantity, paper quality, design, and overall presentation of marketing materials, ads, promotional materials, web banners, eblasts, outdoor billboards, and bus advertising) with the designated vendor, internal designers, and purchasing departments.</li> <li>• Facilitate projects with creative services, technology, event sales, event services, and purchasing departments to plan and collaborate on events/shows.</li> <li>• Attend meetings and execute projects based on meeting action plans to serve the internal and external customers of the OC Fair &amp; Event Center.</li> <li>• Coordinate the review and distribution of marketing assets by sending each market-specific asset to event promoters and organizers for feedback and approval.</li> <li>• Coordinate marketing outreach campaigns for Heroes Hall Museum, Centennial Farm, Imaginology, and OC Fair by collaborating with internal departments to develop outreach plans and collateral (e.g., postcards, flyers, brochures, and print ads).</li> <li>• Ensure that marketing assets are current, accurate, displayed in a timely manner, and removed the day after the event end date.</li> </ul>	



- Prepare the weekly e-blast with accurate content and program schedule by working with multiple departments to procure content, schedules, artwork, and images for the composition of the weekly e-blast communications.
- Work with the accounting department on media reconciliation, media invoicing and payment for advertisement (e.g., purchasing, billing, and invoice reconciliation).
- Draft & fulfill marketing & promotion contract agreements, including drafting deal points that outline what the promotions entail, activation schedules, and deliverables, in order to circulate agreements to promotion partners.
- Work with video vendor to develop schedules, timelines, program content, and artwork to build and edit videos for display at event venues.
- Respond to inbound inquiries and requests for marketing information via email, phone and/or in person to provide excellent customer service.
- Fulfill sponsorship-marketing contracts by coordinating with the sponsorship team on fulfilling marketing plans and promotions to develop activation and fulfillment schedule for events.
- Develop guest survey questions, and identify survey site locations to conduct annual guest experience survey.
- Collaborate with event survey vendor to coordinate staff schedules via email and for the delivery of the survey guest results.
- Conduct market research for special projects via internet, phone interviews, or request for information inquiries to develop update reports and briefs for staff review.

**Qualifications:**

**\*Please note, applicants must meet classification [Minimum Qualifications](#) as required by the State of California**

- Two years of experience in advertising, promotion and/or marketing of services/products, facility rentals, or wholesale sales, including establishing and servicing accounts **and** education equivalent to graduation from college with a Bachelor's Degree in Business Administration (or other related field) with a minimum of 15 semester units in marketing. (Additional qualifying experience may be substituted for the required education on a year- for-year basis. A higher level business degree may be substituted for the bachelor's degree.)
- Knowledge of marketing, advertising, promotions, and production in order to work closely with promoters hosting events on the OC Fair & Event Center property.
- Knowledge of advertising and promotion contracts, including but not limited to, certificate of insurance requirements, event map layout and operational logistics, in order to ensure a smooth event that meets contract obligations.
- Knowledge of digital marketing tools and platforms, including Google Ads, Google Analytics, CMS, email marketing, and marketing automation platforms to promote events and programs
- Knowledge of basic principles of search engine optimization (SEO) and digital advertising performance metrics.
- Knowledge of the print production process from design & layout to pre-production and printing. Candidate will develop copy, collaborate on design, and guide production with the internal creative services department on event related projects.
- Knowledge of Word, Excel, database management, and power point programs to complete daily assignments.
- Ability to use digital marketing and analytics tools to support event promotion and outreach efforts.



- Ability to interpret basic digital performance data and communicate results to staff and internal stakeholders.
- Ability to collaborate and communicate effectively with multiple departments, vendors, and event promoters to communicate with multiple entities on a daily basis to plan & execute marketing requirements for the property's weekly & seasonal events.
- Ability to consistently meet deadlines (e.g., ordering marketing & advertising materials in a timely manner) to ensure successful marketing events as well as compliance with contracts and/or other requirements.
- Ability to work in an active environment with multiple requests, and tight deadlines as required by business needs.
- Ability to draft copy, program content, and proofread marketing materials for mass distribution.
- Ability to schedule accurately and timely on the master event calendar for e-blast correspondence, community mailings, and special audience outreach to ensure regular communication with consumer, business partners, and various member of the community.
- Ability to clearly communicate on behalf of promoters and clients with internal department to facilitate event marketing requests.
- Ability to support new projects in multiple capacities (e.g. project lead, team member, support) on an as needed basis.
- Ability to lift up to 30 lb. boxes, pack and transport marketing materials to off-site promotion locations for various Marketing events.
- Possession of a valid California Driver's License to operate State vehicles and carts.

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, talk and hear and will work both indoors and outdoors during all types of weather. The employee is required to walk and stand for extended periods of time. Employee must use hands and fingers to operate, handle, or feel objects, tools, or controls; and reach with hands and arms. The employee must be able to lift up to 30 lbs., which requires proper and frequent bending. Specific vision abilities required by this job include close vision and the ability to adjust focus.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderately quiet, however louder noise levels may be experienced during outdoor events and when in larger event buildings.

**Job Description Acknowledgement:**

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.



The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

**Will be required to perform other duties as directed, requested or assigned**