

# The Missouri Department of Agriculture

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**POSTING DATE: January 11 2016**

**CLOSING DATE: January 29, 2016**

**JOB OPPORTUNITY NOTICE  
STATE FAIR EVENTS/CONCESSIONS COORDINATOR  
STARTING ANNUAL SALARY: \$45,156.00  
Full-time, benefited position**

The Missouri Department of Agriculture, Missouri State Fair, has a full-time benefited position available in Sedalia, Missouri.

**Job Description:**

This is professional work for the Department of Agriculture in the promotion, scheduling and establishment of contracts for the use of state-owned facilities and equipment located on the State Fairgrounds.

The person in this position is responsible for promoting, scheduling and contracting events and activities to achieve maximum facility utilization and profitability. Work includes the development of marketing and promotional strategies, as well as related operational policies and procedures. In addition, the employee is responsible for coordinating and managing the concessions department. Supervision is provided by the State Fair Director; however, the employee must exercise initiative and judgment in the performance of duties

The person in this position will be responsible for identifying, contacting and establishing rapport with prospective and current customers; develop potential customer lists; make presentations to associations and commodity groups; maintain communication to develop repeat contracts and work for event growth. Will be responsible for determining customers' facility, equipment and service needs; negotiating event contracts within established rate and discount parameters; coordinate event set-up with maintenance staff and security personnel. Will handle financial settlements of contracted events and activities; ensure proper revenues are calculated and collected from ticketed events; produce final invoice for each event and obtain payment from clients per contractual agreement. Will be responsible for coordinating and managing the concessions department during fair and off season; issue rental contracts to returning vendors/commercial exhibitors; distribute and review applications and issue contracts to new vendors per available space; coordinate and plan for space usage; evaluate contracts for long-term effects; manage concessions agreements related to off-season business including catering and service contracts. Coordinate the development of informational and promotional literature; develop event advertising campaigns; select publications and other media channels to alert and inform individuals and groups of available facilities and services. Develop and implement marketing plans and advertising strategies to create awareness and stimulate maximum use of facilities. Develop, recommend and implement an approved schedule of facility and equipment rental rates; evaluate and update policies and procedures governing the rental of facilities and equipment. Maintain appropriate rental, expense, promotional and operating records; maintain and update customer contact mailing lists; maintain detailed records on event profits or loss; produce reports of off-season revenue, event attendance, total event days and concessions revenue. Performs other related work as assigned.

The applicant should have considerable knowledge of marketing and promotion of exhibition facilities. Considerable knowledge of the statutes, rules and regulations governing the establishment of contracts for the use of public facilities. Working knowledge of the various media used in the advertising industry. Working knowledge of the principles and basic techniques of supervision. Ability to prepare and maintain financial records and reports. Ability to develop and implement effective marketing and operational plans. Ability to create effective promotional and advertising campaigns. Ability to communicate effectively and to establish and maintain effective working relationships with other employees, customers and the public.

**MINIMUM QUALIFICATIONS:**

Two years of experience in facility marketing and management or event promotion and graduation from an accredited four-year college or university with specialization in marketing, advertising, business administration or a closely related area.

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## **Application Process:**

If interested in applying, submit a completed application, current resume, cover letter and official transcripts to the address listed below. Application is available online at <http://agriculture.mo.gov/hr/jobopps.php>. An application may be requested by contacting Human Resources at the telephone number or e-mail address listed below:

**Missouri Department of Agriculture**  
**Attention: HR-MSF/SFECC**  
**PO Box 630**  
**Jefferson City, MO 65102-0630**

**Telephone: (573) 751-1199**  
**TT/TDD: (800) 735-2966**  
**Fax: (573) 522-5692**  
**E-mail: [HR@mda.mo.gov](mailto:HR@mda.mo.gov)**

**THE MISSOURI DEPARTMENT OF AGRICULTURE IS AN EQUAL OPPORTUNITY EMPLOYER**  
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