



## Job Posting

### **Title: Director of Sales & Business Development**

\*For more information on this full-time benefited position, please contact Human Resources at (317) 927-7508 or email [employment@indianastatefair.com](mailto:employment@indianastatefair.com). To apply for this position, please visit <https://www.indianastatefair.com/p/about/employment1> and send the posted application and your resume to the email address above. The salary range for this position will be \$80,000 to \$85,000 plus commission. Thank you for your interest.

#### Position Summary

This position is responsible for generating and growing revenue through multiple sales channels and plays a strategic role in setting sales goals and developing plans for business. This position will manage sales operations for the State Fair Commission to meet targets, develop relationships, cultivate new business models and assist with pricing structures.

#### Essential Functions and Responsibilities

1. Develops and implements the vision for comprehensive strategic sales plans and new revenue-generating initiatives to sell the Fairgrounds facilities while growing and penetrating markets to develop and maintain maximum industry exposure.
2. Requires bold, innovative thinking while taking a critical eye to Fairgrounds business models. Assists with the ideation and development of new revenue streams and sustainable partnerships.
3. Evaluates and reports on performance and effectiveness of sales plans, business models, activities and initiatives relative to benchmarks and goals and recommends corrections.
4. Conducts research and analysis and assesses competitive conditions in the market; keeps current with industry news and trends.
5. Prepares and presents sales forecasts, projections, occupancies, surveys and other reports.
6. Establishes and maintains relationships with show promoters, booking agents, professional managers and local organizations to provide the continuous flow of events.
7. Generates event proposals, develops and negotiates event contracts and responds to event RFP's
8. Represents the ISF&EC at industry regional and national tradeshow and conventions.
9. Ensures department's transition from a secured client to the event services management team is effective and efficient.
10. Works cooperatively with marketing, operations and event services and all other departments for the successful execution of events.

#### Skill Requirements

1. **Exceptional leadership and interpersonal skills:** Sets an example for coworkers; delegates responsibilities and empowers associates to make decisions and take

personal accountability for decisions; ability to relate effectively to diverse groups of people, personalities and demographics locally, regionally and nationally.

2. **Strong independent thinker and team player:** Able to offer original thoughts and viewpoints; works closely with other departments; supports group decisions; promotes a positive work environment.
3. **Ability to prioritize and manage projects:** Able to use sound judgment in evaluating the relative urgency of various issues; able to develop plans, direction and guidance on projects from conception to completion.
4. **Highly customer focused:** Able to develop and leverage relationships with existing partners and customers; able to identify potential cross-promotional partners and strategic opportunities.
5. **Excellent oral and written communication skills:** Able to clearly present information through the spoken and written word; interprets and communicates complex information to associates, customers and partners.
6. **Excellent goal setting:** Able to formulate business plans with measurable desired outcomes; translates action plans into quantifiable and realistic goals with associated deadlines for self or others.

#### **Educational/Experience Requirements**

- Bachelor's degree required. Concentration in Marketing or Communications preferred.
- At least seven years applicable experience. Experience with events and business development strongly preferred.
- Experience in management, business administration, public relations, communications, entertainment, special events and fund raising.
- Experience in recruiting, training, supervising and evaluating employees and volunteers.

#### **Job Complexity**

This position requires a high level of judgment, exceptional analytic ability and creativity in investigating major problems that require original and highly innovative solutions.

#### **Supervisory Responsibilities**

This position does not have direct supervisory responsibility over full-time employee however is held accountable to and with leadership, coworkers and peers.

#### **Supervision Received**

This position receives general direction from the Senior Director of Sales & Partnerships who will establish broad goals. The employee participates heavily in setting work objectives.

\*To apply, please visit <https://www.indianastatefair.com/p/about/employment1> and send the posted application and your resume to [employment@indianastatefair.com](mailto:employment@indianastatefair.com). Thank you for your interest.