

Nebraska State Fair Position Announcement – Sales Director

Title: Sales Director

Position Summary: this position is responsible for commercial facility use and space rental with Vendors and Concessionaires, Programming Partners, and Sponsors, and associated public relations for the Nebraska State Fair Sales Department.

This position requires a person of unquestionable ethics and discretion with information. The Sales Director is responsible for recruiting and maintaining a strong agricultural focus in the Commercial Marketplaces of State Fair events. The Director utilizes basic CAD software to establish efficient and working layouts for Nebraska State Fair events.

The incumbent must be capable of maintaining accurate and timely status and financial records and is accountable for regular hard deadlines. The position is responsible for daily communications and establishing and maintaining cooperative Relationships with the Executive Director, Deputy Director, Fair Staff and all those contacted in the course of work. This position will require a particular background and skill set, utmost professionalism and demanding energy. The ability to multitask is imperative.

Information: The Nebraska State Fair is a 501 C (5) business entity. This respected institution will celebrate its 152nd year in 2021. Expanded Position Description attached or review online at www.statefair.org. This position is At Will, Full time and salaried with benefits. For questions regarding benefits package contact Tish Eckstrom at teckstrom@statefair.org or call 308-385-3952. Competitive salary commensurate with experience. Background, Driving Record and Reference Checks may be performed.

Schedule: This Position is integral to the Nebraska State Fair Staff Team with a preferred start date as soon as possible due to impending opportunities. That stated, the Position will remain Open until Filled by an outstanding candidate only. First review November 20, 2020.

Application Process: Cover letter and Resume required. Email to jparr@statefair.org with copy to bogg@statefair.org or mail to: Nebraska State Fair, Director of Sales Application, PO Box 1387, Grand Island, NE 68802.



NEBRASKA STATE FAIR POSITION DESCRIPTION Director of Sales and Services

As of October 25, 2020

I. OVERVIEW

This position reports to the Deputy Director. The Director of Sales is responsible for commercial facility rental for the Fair's Events currently known as the Nebraska State Fair, Aksarben Stock Show, and The NebraskaN Stock Show (Events). Primary duties include establishing, fulfilling, and managing contracted space use bookings with Vendors and Concessionaires, also with Programming Partners, and Sponsors. Working with CAD software to establish efficient and workable event layouts is a part of this position. This position also is responsible for working closely with NE State Fair's internal departments of Operations, Marketing, and Sponsorships. This position oversees the Sales Deputy.

Each duty listed below makes up at least 30% of the position, and all other functions are included in "OTHER DUTIES AS ASSIGNED." All duties below are essential functions unless otherwise indicated.

A. VENDOR and CONCESSION BOOKING

- Contract with quality commercial vendors, informational booths, and concessionaire partners for the annual NSF Events.
- Recruit new commercial, concession, and programming partners regularly to enhance all aspects of "Nebraska" and Agriculture in the Commercial Markets.
- Create and present space options for sponsorship displays/booth space.
- Recognize and present needs for consolidated Partner/Lessee utilities including electric, water, sewer, and other to NSF Operations and Electrical Team.
- AutoCAD map creations and update of facility drawings.
 - Includes Buildings, Barns, Market Place and other outdoor locations.
 - Booth and pen outlines, utilities, capacities, furniture and equipment, etc.
- Set and meet Sales Department budget goals for space rental sales, setups, and operations.
- Understand and approve Sales Dept correspondence, contracts and other documents.

B. OTHER PARTNERSHIPS

- Contract with programming partners who have space needs for the annual NSF Events.
- Recruit new Programming Partners regularly.
- Programming Partners including, but not limited to:
 - NE Freemasons Child ID, Operation Livesaver, Nebraska State Patrol
 - GROW NE
 - Antique Tractor Clubs, Tri Cities Model RR Club, Grand Island Modelers Club
 - And Others
- Create and implement a renewed NSF Sustainability Program including
 - Sustainability education and engagement during annual State Fair and other Events as able.
 - Engage with Community Partners like CCC, Crane Trust, Clean Community, etc.
 - Recycling and Composting Collections

- Documenting and recording and reducing waste
- Waste reduction – work with NRC to determine and improve annual waste diversion %.

C. COMMUNICATION AND TEAMWORK

- Maintain, update, enforce, and uphold the Nebraska State Fair Rules and Regulations in all work environments, with all Partners and Staff, and Board.
- Provides contemporary project overview of Department projects to Staff Team on weekly basis and to the Fair Board as requested.
- Participate in assisting coverage of NSF front desk phones, walk-in traffic, ticket sales, website, work room needs, etc.
- Participate in a healthy and communicative Office and Show environment while maintaining a focus on the Sales Department as top priority.
- Assists with a variety of event planning areas as needed.
- Communicate with Sales Deputy on daily and weekly basis to ensure Department’s fulfillment of tasks and correspondence with Partners.
- Community engagement to cultivate new and to further existing projects and partnership.

II. OTHER DUTIES AS ASSIGNED

This position performs a variety of other duties as assigned by the Deputy and/or the Executive Director, including special projects, and other duties in support of Nebraska State Fair.

III. EDUCATION & EXPERIENCE

Bachelor degree in business, or related field, preferred. Experience in a similar budget emphasized management role required.

This position requires strong experience working in a professional office environment, professional customer service skills, well-developed interpersonal and communication skills, multi-tasking and organizational skills. The role needs working knowledge of office procedures, equipment and other technological functions. Must have strong computer literacy particularly in the Microsoft Office Suite, AutoCAD LT, Event Pro booking software, and diverse ability to adapt to new programs.

IV. ACCOUNTABILITY

This position is accountable to the Deputy Director for managing the Sales Department. Work is covered by established protocols and the Deputy Director is available for guidance.

V. INDEPENDENCE OF ACTION

This position works within established Nebraska State Fair guidelines and policies. This position operates both independently and as a Team, and must organize and prioritize individual projects to meet deadlines.

VI. WORK ENVIRONMENT/PHYSICAL DEMANDS

Work is performed in a fast-paced environment. Physical requirements include the ability to sit, reach, bend, manipulate folders or papers, lift items and operate office equipment in the performance of duties.

Travel is typically limited to Board meetings when they may occur in a city apart from Grand Island. The incumbent may be required to work long days and long hours prior to and during Nebraska State Fair Events and must be prepared to work up to 21-day consecutive work day periods when warranted.