



Competition Department Agriculture Marketing and Social Media Coordinator (Seasonal, Non-Exempt)

Overview

Come be a part of the Minnesota State Fair competition team! The Agriculture Marketing and Social Media Coordinator is responsible for the planning and execution of marketing, communications and public relations for agricultural and competitive events and competitions for the Minnesota State Fair and Minnesota Beef Expo. This is a seasonal position running May through October. Part-time hours from May – June, full-time hours July – October.

Essential Functions

- Create and send informational and marketing emails to agriculture, livestock, horse show and beef expo exhibitors.
- Create, execute and track the State Fair agriculture social media campaigns including Snapchat, Instagram and YouTube.
- Create, execute and track the Minnesota Beef Expo social media campaigns including Facebook.
- Cultivate and maintain relationships with agricultural publications and media to publish livestock and horse show information, feature stories and results.
- Update messaging for barn screens and program to run at appropriate times during the State Fair.
- Proofreading and editing of competition publications.
- Gather information and assemble submissions for the IAFE Agricultural and Competitive Exhibits awards.
- Assist with research and execution of short- and long-term competition department marketing and communications strategy and planning.
- Part-time hours (~30 hours/week) from May – June, full-time hours (~40 hours/week) July – October.
- During peak activity times, work extra daily hours and periods with no days off.
- Assist with tasks as assigned by either the immediate supervisor or General Manager.

Required Qualifications

- Bachelor's degree in agricultural communication and marketing, agricultural education, journalism or related area of study; two years related experience; or equivalent combination of education and experience.
- Computer skills, including experience with Microsoft Office Suite.
- Excellent oral and written communication skills, with attention to detail.
- Strong organizational and interpersonal skills.
- Knowledge of publication and social media fundamentals.
- Valid driver's license.

Preferred Qualifications

- Background in production agriculture
- Experience with InDesign and Filemaker.
- Professional or volunteer event/marketing experience.

Submit resume and cover letter to employment@mnstatefair.org

Include "Agriculture Marketing and Social Media Coordinator" in email subject line.

This position will be posted until filled.