



Extraco Events Center
Home of the Heart O' Texas Fair & Rodeo



Manager – Agriculture Events

Responsibilities Include:

Extraco Show Pavilion

- Responsible for year-round agricultural events to include (but not limited to) equine, livestock, and other competitive events
- Responsible for soliciting and confirming agricultural and competitive events on the regional, state, and national level
- Conduct direct sales efforts through targeted sales missions, sales calls, and participation in trade shows designed to reach planners and events rights holders in an effort to collect Request for Proposals (RFP) and respond accordingly. Responsible for appropriate and timely follow up.
- Manage respective clients from initial contact through the conclusion of the event as well as assist with the follow-up of the post-event evaluation and next bidding opportunity.
- Manage calendar of events to effectively schedule pre and post event set up, teardown, and change overs.
- Work with other departmental staff on operational needs.

Sponsored Events

- Manage the One HOT Reining and Elite Barrel Racing
- Manage entries, stall layout, arena footing, stalling, and RV spots
- Manage sponsorships, including development and fulfillment
- Increase sponsorships based upon goals and metrics set by the Executive Committee
- Provide a high level of customer service to exhibitors
- Work with clientele and show management to provide assistance and hospitality during the event

Fair & Rodeo

- Manage the Livestock Show and Competitive Events at the annual Fair& Rodeo
- Develop comprehensive livestock show schedule
- Manage entries, catalog, web site, online system, layout, stalling, etc. to provide for a positive exhibitor experience
- Manage Calf Scramble Program including student recruitment, scheduling, performances, etc.
- Manage sponsorships, including development and fulfillment
- Increase sponsorships based upon goals and metrics set by the Executive Committee
- Work with 100 plus volunteers serving on livestock, calf scramble and creative arts committees to coordinate meetings, functions and activities as set forth by the Committee Management Program
- Assist committees in preparing for annual fair and livestock show
- Attend various committee meetings as staff representative
- Prepare reporting documents in summary form for executive committee's review

Other Duties:

- Attend industry conferences, trade shows, annual meeting, other shows or other organizations to represent Extraco Events Center and promote and prospect events.
- Supervise full time, part time and seasonal staff.
- Other duties as assigned.

Qualifications:

To successfully complete this job, the following skills are necessary:

- Strong working knowledge of all aspects of agriculture including but not limited to livestock, equine and marketing.
- Outstanding knowledge and experience in event management
- Ability to build long term relationships with clientele, sponsors, and partners.
- Ability to work independently, make independent judgments and solve problems.
- Multi-tasking ability.
- Excellent customer service skills
- Excellent communication and public relation skills, both written and verbal.
- Capacity to organize multiple project and be accountable for the completion of those projects.
- Strong aptitude to maintain confidentiality.
- Ability to handle high stress environments where compensation is directly tied to performance.
- Capability of speaking to large groups and conducting facility tours.
- Excellent PC skills with knowledge of all Microsoft applications.
- Ability to work beyond the traditional work week including nights and weekends.

Education and Experience

- College or university degree and 2 to 5 years related experience; or equivalent of education and experience.

Compensation

- Salary plus commission; Base salary dependent on education and/or experience
- Medical and Dental Benefits
- Retirement Plan
- Employee Compensation Plan

Reports to:

General Manager

Contact Information:

To be considered for this position, please email a resume and cover letter to jobs@hotfair.com