



Franklin County Fairgrounds

4100 Columbia Street, Hilliard, Ohio 43026

Phone: (614) 876-7235 | Website: fcfair.org

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Marketing, Advancement & Internal Support Coordinator

Position Description:

The Marketing, Advancement & Internal Support Coordinator plays a vital role in promoting the events and activities hosted by the Franklin County Agricultural Society. This position supports marketing efforts, strengthens community partnerships, and enhances sponsor engagement to ensure the continued growth and success of the fairgrounds and its events throughout the year.

Minimum Qualifications:

- HS Diploma, Associates Degree or Bachelor's Degree desired
- Experience in marketing, communications, or public engagement preferred
- Strong writing, editing, and interpersonal communication skills
- Proficiency in social media platforms and website content management systems
- Outgoing, flexible and excels at collaboration

Beneficial Qualifications:

- Ability to work independently, manage multiple projects, and meet deadlines
- Familiarity with agricultural fairs, community events, or nonprofit organizations
- Experience with Google Workspace and QuickBooks

Primary Responsibilities:

Marketing & Communications

- Develop and manage marketing content to promote upcoming events and activities on the fairgrounds. Take photos of grounds in use and create content to promote the variety and community support given to a wide range of renters, supporters and non-profits
- Share stories that highlight the value of the Agricultural Society to Franklin County and Central Ohio
- Recognize and celebrate past sponsors and community partners
- Promote and tell the stories of vendors and concessionaires to build community connection
- Maintain consistent branding and messaging year-round using recognizable colors, imagery, and tone

Digital & Social Media Management

- Be able to update the Society's website and event calendar
- Create and schedule engaging social media content
- Monitor and respond to Google reviews and other public feedback
- Collaborate with fairs.com and the Social Media Promotor for the Fair to create content and a schedule

Sponsor Relations & Advancement

- Manage sponsor recognition and benefits, including:
 - Logo placement (website, app, signage, year-round visibility)
 - Invitations to special events (e.g., agricultural luncheon)
 - Public acknowledgments during fair and grandstand events

- Social media features and 30-second promotional ads
- Identify and engage potential sponsors and partners
- Explore exchange opportunities (e.g., meeting space in exchange for support)
- Develop sponsorship packages and opportunities for company outings and fair involvement

Community Engagement & Internal Support

- Distribute and analyze exit surveys for facility renters
- Collaborate with the Manager to compile reports on fairgrounds usage for commissioners, grant applications, and future funding opportunities

Committee Participation

- Participate as needed in Sponsor and Social Media Committee monthly evening meetings to align strategies, review budget items and share updates.

Office Support

- Provide support through collaborative efforts with the office staff
- Periodically assist customers with general inquiries and payments
- Help maintain and promote a friendly and welcoming environment

Direct Supervisor: Fairgrounds Manager

Compensation:

Starting at \$20.00–\$22.25/hour depending on experience (up to \$30,000 annually, with additional hours and rate during fair season)

Hours: 20-25 hours per week, with increased hours leading up to and during the annual fair, ideally working in the office 2-3 days (flex hours) per week. Working remotely for a portion of the hours can be discussed.