



Job Posting

Title: **Communications Manager**

*For more information on this full-time benefited position, please contact Human Resources at (317) 927-7508 or email employment@indianastatefair.com. To apply for this position, please visit <http://www.indianastatefair.com/employment> and send the posted application and your resume to the email address above. Thank you for your interest.

Position Summary

The purpose of this position is to support the mission, vision and core values of the Indiana State Fairgrounds & Event Center and the Marketing Department through publicity efforts, consistent communication and strategic messaging. This position will support the brand of the Indiana State Fairgrounds & Event Center with constant communication with the media, to our customers, our stakeholders and our employees through compelling messaging, campaigns and products.

Essential Functions and Responsibilities

1. Develop and implement the annual Communications Plan and PR Plan for the Indiana State Fairgrounds & Event Center.
2. Oversee all communications to media including preparing articles, press kits, press releases and other content initiatives.
3. Work with the marketing team to develop and implement an omnichannel messaging strategy that aligns message and medium to generate the best results possible.
4. Manage communications through strategic partnerships within the organization.
5. Build relationships with key stakeholders and develop effective strategies to maximize engagement.
6. Research and create written pieces including, but not limited to, articles, newsletters, marketing collateral, digital content, communication materials and other organizational materials.
7. Create, manage and execute strategic marketing/communications plans for the organization's public facing messaging.
8. Serve as a member of the Crisis Communications Team.

Skill Requirements

1. **Exceptional 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.
2. **Strong knowledge of Communications, Public Relations & Marketing:** Skilled in communications and marketing with an understanding of customizing messages for a varied mediums and audiences.
3. **Excellent attention to detail:** Able to follow detailed procedures and ensures accuracy in documentation and data; carefully monitors processes; concentrates on details and organizes and maintains a system of records.
4. **Personable:** High energy and ability to connect with customers. Capability to drive discussions at the strategic and tactical levels.

5. **Flexibility:** Able to remain open-minded and change opinions on the basis of new information; performs a wide variety of tasks and can change focus quickly; manages transitions effectively; adapts to varying customer needs.
6. **Excellent Judgment:** Able to balance established standards against the need for exceptions to rules and practices; defines key issues despite incomplete information; intuitive in managing risk versus reward on various options.
7. **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.

Educational/Experience Requirements

- Bachelor's degree required. Concentration in Communications, Media Relations, Public Relations or Marketing preferred.
- Minimum 6-8 years' experience in communications, marketing or a related field.
- Experience with events preferred.

Job Complexity

This position requires a high level of judgment, analytic ability and creativity, such as investigating moderately complex problems or situations, analyzing information and communicating recommended solutions.

Supervisory Responsibilities

This position has direct supervisory responsibility over summer interns.

Supervision Received

This position receives direction from the Director of Marketing, who will establish broad goals. The employee participates heavily in setting work objectives.

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