



JOB OPPORTUNITY

Position: Media Center Director

Tenure/Timebase: March 15 – August 15, 2010. 40 hours/week from March – May; 60 hours/week from June - July; 20-30 hours/week in August.

Note: Work schedule during fairtime is extremely demanding. Typical fairtime work week is 6 days a week, 12 hours a day for 24 days. Ideal candidate must have a flexible schedule from June 1 – August 2– including ability to work both early mornings and late nights -- to accommodate media broadcast times and deadlines.

Pay Rate: Hourly, DOE.

Note: this position is classified as a State Fair Worker, which accrues no overtime or benefits.

Duties: Under the direction of the Assistant General Manager, provide all levels of support to the Cal Expo Public Relations Department, including overseeing the State Fair Media Center and all related functions. Develop State Fair media kit, assist with the research and development of media lists, draft and distribute media materials. Facilitate the hiring, training and day-to-day management of Media Center staff. Pitch stories and act as primary media liaison during Fair time. Support IT department with website content, design and updates. Draft and edit marketing materials and other publications. Coordinate radio promotions, work with road managers and artists to support back stage concert interviews, meet and greets with fans and general publicity. Support social networking campaign.

Experience & Qualifications: Strong media relations background with a keen understanding of media outreach protocols. Experience writing various PR materials, including press releases, articles, fact sheets, etc. Ability to write under pressure and on deadline. Management experience required. Very strong organizational, phone and writing skills. Ability to multi-task. Prior event planning experience is a plus. Very strong computer skills required, including proficiency with the Internet, MS Word, MS Excel, MS Outlook, and others. Professionalism a must. Flexible schedules welcome, including ability to work remotely. Awareness of and experience with Facebook, Twitter, Blogs and other online communities..

BA or equivalent in Communications, Journalism or related field. At least 5 years related industry experience.

Desirable Qualifications: Self-motivators and independent thinkers are welcome. Outgoing, personable candidates are preferred. Past experience with marketing, advertising, promotions and web sites a plus.

Who Should Apply: Those seeking a challenging PR position in a fast-paced, positive and fun work environment. Team players. Bi-lingual applicants welcome.

Send Application, Cover Letter, Writing Samples and two (2) References to: California Exposition & State Fair, P.O. Box 15649, Sacramento, CA 95852-1649
Attn: Erica Manuel
Re: Media Center Director
Fax: 916-263-3304
EManuel@calexpo.com

Final Filing Date: February 28, 2010, or until filled.
Applications will be screened and only the most qualified applicants will be interviewed.