

## **POSITION VACANCY**

**APPLICATIONS FROM THE GENERAL PUBLIC WILL BE ACCEPTED  
BEGINNING SEPTEMBER 4, 2025 THROUGH NOVEMBER 4, 2025.**

**(POSITIONS ARE OPEN FOR 60 DAYS UNLESS FILLED PRIOR TO DEADLINE)**

**ON-LINE:** <https://www.co.wayne.in.us/jobs/index.php>

**JOB TITLE: Sales and Marketing Coordinator, #10899**

<b>Date Posted:</b>	<b>September 4, 2025</b>
<b>Department:</b>	<b>Fairgrounds</b>
<b>Hours:</b>	<b>40 hours/week</b>
<b>Salary:</b>	<b>\$26.78/hr. Non-Exempt</b>

To perform this position successfully, an individual must be able to perform each essential function of the position satisfactorily. The requirements listed in this document are representative of the knowledge, skill, and/or ability required. Wayne County provides reasonable accommodations to qualified employees and applicants with known disabilities who require accommodation to complete the application process or perform essential functions of the job unless the accommodation would present an undue hardship.

Incumbent serves as Sales and Marketing Coordinator for Wayne County Fairgrounds, responsible for performing sales/marketing, budgeting, and forecasting duties.

### **DUTIES:**

Performs all Sales and Marketing strategy development, implementation and analysis for the facilities including but not limited to, various digital media, social media, website, PR publications' development, and newspapers, to promote the facilities.

Contacts and markets to organizations that book fairground venues, including agricultural and agribusiness related State, Multi-State and National events.

Reaches local business, not-for-profits, and associations to market to and solicit for conference and trade show bookings from their regional and national organizations.

Maintains positive relationship between Fairgrounds, Purdue Extension, and County Fair organizations. Works closely with the Wayne County Tourism Bureau.

Develops goals and long-term plans addressing sales and marketing strategy development, lead generation, pre/post event follow-through, and securing repeat booking opportunities. Maintains familiarity while building strong long-term relationships with potential customer needs for future rentals.



Creates and manages annual budget, revenue forecast, and expense projections.

Oversees and presents naming rights sponsorships to local organizations.

Prepares payroll and submits to payroll clerk. Prepares and sends billings for rentals and department vendor claims for payment.

Serves as the County point of contact, for persons and companies interested in renting the fairground facilities including providing facility information, availability, contracts, and meeting in person with prospective renters.

Performs various clerical duties, including preparing and mailing contracts, composing reports, filing records, and events calendar. Answers phones and greets office visitors, handling requests and/or directing to appropriate individual, and taking messages as needed.

Performs other related duties as assigned.

## **I. JOB REQUIREMENTS AND DIFFICULTY OF WORK:**

Bachelor's degree or combination or post high school education and working experience equivalent to bachelor's degree required. Sales and Marketing experience and/or fundraising experience preferred.

Working knowledge of sales and marketing development tools and functions including various software programs and the ability to utilize key digital marketing tools, strategies, social media platform operations, applications, and analysis.

Working knowledge of standard office practices and procedures, and ability to apply such knowledge to a variety of interrelated processes, tasks, and operations.

Working knowledge of standard English grammar, spelling, and punctuation and ability to prepare detailed reports, such as financial statements and activity reports.

Ability to build strong long-term relationships with current and future clients.

Ability to effectively communicate orally and in writing with co-workers, other County departments, Purdue University, Tourism Bureau, local businesses, community organizations, vendors, potential clients, and the public, including being sensitive to professional ethics, gender, cultural diversities, and disabilities.

Ability to understand and properly use various computer programs, including but not limited to, Windows, Adobe Acrobat, Microsoft Office suite, Excel, and various art design creation software.

Ability to comply with all employer and department personnel policies and work rules, including, but not limited to, attendance, safety, drug-free workplace, and personal conduct.



Ability to provide public access to or maintain confidentiality of department information/records according to state requirements.

Ability to understand, memorize, retain, and carry out written or oral instructions and present findings in oral or written form.

Ability to plan and layout assigned work projects and to apply knowledge of people and locations.

Ability to properly operate standard office equipment including, computer, calculator, fax machine, copier, and telephone.

Ability to count, compute, perform arithmetic operations such as figuring account balances, budgeting, and payroll.

Ability to compare or observe similarities and differences between data and people.

Ability to compile, collate, classify, analyze, and evaluate data, and act based on data analysis.

Ability to file, post, and mail materials.

Ability to work alone with minimum supervision and work with others in a team environment.

Ability to work on several tasks at the same time, and work for long periods, often under time pressure.

Ability to read, understand and carry out written or oral instructions.

Ability to occasionally work extended evening and weekend hours.

Possession of valid driver's license and demonstrated safe driving record.

## **II. RESPONSIBILITY:**

Incumbent performs standard, recurring duties with work priorities and schedules primarily determined by the demand and service needs of the public. Assignments are guided by definite objectives using a variety of methods or procedures. Incumbent must exhibit enthusiasm and a positive attitude and be detail/goal oriented. Periodically, decisions are made in the absence of specific policies and/or guidance from supervisor. Errors in incumbent's work are primarily prevented and/or detected through standard bookkeeping checks and supervisory review. Undetected errors could result in loss of time to correct error, and/or inconvenience to members of the public.



### **III. PERSONAL WORK RELATIONSHIPS:**

Incumbent maintains frequent contact with co-workers, other County departments, Purdue University, Tourism Bureau, local businesses, community organizations, vendors, potential clients, and the public for the purposes of exchanging information and rendering service.

Incumbent reports directly to the County Administrator.

### **IV. PHYSICAL EFFORT AND WORK ENVIRONMENT:**

Incumbent performs majority of duties in a standard office environment, involving sitting and walking at will, standing/walking and sitting for long periods of time, lifting/carrying objects weighing under 25 pounds, bending, pushing, pulling, handling, and grasping objects, keyboarding, driving, close/far vision, speaking clearly, color/depth perception, and hearing sounds/communication.

Incumbent is occasionally required to work extended evening and weekend hours.

**APPLY AT: Wayne County Human Resources  
Wayne County Government  
401 East Main Street  
Richmond, IN 47374**

**On-line:     <https://www.co.wayne.in.us/jobs/index.php>**

***Wayne County is an Equal Opportunity Employer***