

Santa Maria Fairpark

On-Site Marketing Assistant

Draft job description and duty framework based on comparable fair, festival, and public-event roles

Position Overview

The On-Site Marketing Assistant supports the promotion, public communication, sponsor activation, and on-grounds marketing needs of the Santa Maria Fairpark. This is a public-facing, detail-oriented role that assists with fair-time and year-round event marketing, including social media content, signage, collateral, community outreach, ticket promotions, event-day support, and coordination with internal departments, vendors, sponsors, media partners, and community organizations.

Recommended Role Details

Job Title	On-Site Marketing Assistant
Reports To	Marketing Manager, CEO, or designated Fairpark leadership
Employment Type	Seasonal, part-time, temporary, or full-time depending on Fairpark needs
Work Location	937 South Thornburg, Santa Maria, CA 93458; primarily on-site
Schedule	Flexible schedule with evenings, weekends, holidays, and extended hours during major events and fair season
FLSA	Non-exempt recommended, unless duties and salary basis support an exempt classification
Compensation	To be determined based on classification, experience, and seasonal/full-time structure

Job Summary

Under the direction of Fairpark leadership, the On-Site Marketing Assistant helps plan, organize, create, update, and execute marketing and communications for the Fairpark, the annual Santa Barbara County Fair, and year-round public and private events. The position assists with digital content, website updates, social media scheduling, on-site signage, promotional materials, sponsor and partner fulfillment, media coordination, ticketing promotions, community outreach booths, event-day information, and administrative tracking. This role also supports marketing campaign execution, media kits and press materials, sponsor activation documentation, on-site media coverage, and promotional recaps. The ideal candidate is organized, proactive, comfortable working with the public, and able to move quickly between office tasks and on-grounds event support.

Essential Duties and Responsibilities

Marketing and Communications Support

- Assist with developing and scheduling social media posts for Fairpark events, fair-time activities, community outreach, ticket promotions, sponsor recognition, and event-day updates.
- Capture, organize, and maintain photo and video assets for future promotional use; assist with shot lists for photographers, videographers, and content creators.

- Prepare draft copy for event listings, website updates, email campaigns, press releases, newsletters, community calendars, flyers, advertisements, PA announcements, and other communications.
- Assist with maintaining the Fairpark website and event pages with current dates, ticket links, schedules, maps, vendor information, entertainment updates, sponsor content, and guest information.
- Monitor public-facing questions through phone, email, social media, or in-person channels and route requests to the appropriate staff member.
- Assist with preparing and distributing media kits, press materials, fact sheets, event highlights, and promotional information for media partners, community organizations, sponsors, and public officials.
- Support earned-media efforts by drafting story ideas, gathering event details, coordinating interviews or photo opportunities, and helping staff respond to routine media inquiries.

On-Site Event and Fair Support

- Provide on-grounds marketing support before, during, and after Fairpark events, including setup, signage placement, sponsor materials, information tables, and guest-facing promotional areas.
- Assist with fair-time marketing logistics including daily sheets, maps, schedules, promotional handouts, gate information, contests, special ticket offers, and event updates.
- Support coordination with operations, maintenance, admissions, security, vendors, contractors, entertainers, and volunteers to ensure marketing materials are accurate, timely, and properly placed.
- Help staff Fairpark promotional booths at community events and on-site programs, including logistics, giveaways, displays, collateral, lead collection, and post-event follow-up.
- Assist with ticket presale campaigns, promotional ticket programs, will-call or information table support, and customer questions related to event details.
- Help promote advance-sale admission, discount ticket programs, concert tickets, special promotions, and partner offers through digital, print, on-site, and community channels.
- Assist with on-site media coverage and promotional activities during major events, including escorting approved media, gathering content, supporting live updates, and helping maintain a designated media or information area when assigned.

Signage, Collateral, and Project Coordination

- Coordinate requests for banners, posters, flyers, print ads, event signage, wayfinding signs, sponsor signage, menus, schedules, maps, digital screens, and other marketing assets.
- Track marketing work orders, deadlines, project status, approvals, print quantities, installation dates, and removal schedules.
- Maintain marketing inventory including banners, pop-up tents, table covers, displays, brochures, promotional items, and event supplies.
- Assist with proofreading and quality control for printed and digital materials to ensure dates, times, prices, sponsor names, logos, and event details are accurate.
- Work with designers, printers, media vendors, photographers, and other contractors as assigned.
- Assist with coordination among graphic designers, photographers, videographers, printers, media vendors, tourism partners, and advertising partners to keep campaign assets, deadlines, and approvals moving.
- Help monitor paid and unpaid marketing placements, including print, radio, digital, web, social media, community calendars, tourism listings, banners, posters, and partner promotions.

Sponsorship, Partnership, and Community Outreach

- Assist with sponsor activation and fulfillment, including collecting logos, placing sponsor signage, documenting deliverables, tracking tickets or passes, and preparing sponsor recognition content.
- Support outreach to community partners, schools, civic groups, tourism partners, local businesses, vendors, and media contacts to promote Fairpark events.

- Help identify no-cost and low-cost marketing opportunities such as community calendars, partner newsletters, reciprocal promotions, banner placements, and local event listings.
- Assist with reports, recap materials, photos, and documentation for sponsors, partners, grants, awards, or post-event evaluation.
- Assist with sponsor prospect lists, proposal packets, fulfillment worksheets, logo and asset collection, booth or on-site activation needs, and documentation of cash and in-kind sponsor benefits.
- Support basic target-market research and post-event reporting, including attendance notes, social media performance, media mentions, community feedback, sponsor proof-of-performance, and recommendations for future campaigns.

Administrative Duties

- Maintain spreadsheets, marketing calendars, project trackers, event checklists, media lists, sponsor records, ticket-promotion records, and contact databases.
- Participate in staff planning meetings and provide regular updates on assigned marketing tasks.
- Support office tasks related to marketing, admissions, events, and public information as needed.
- Attend planning meetings with Fairpark staff, advisory groups, sponsors, media partners, entertainers, promoters, contractors, committees, and community organizations when assigned.
- Assist with special events, receptions, contests, promotional appearances, and community activations that support the Fairpark brand and public engagement.
- Perform related duties as assigned to support the Fairpark mission, annual fair, and year-round events.

Minimum Qualifications

- High school diploma or equivalent required; coursework or degree in marketing, communications, public relations, journalism, business, hospitality, agriculture, recreation, or event management preferred.
- Experience or demonstrated interest in social media, marketing, community events, fairs, festivals, customer service, ticketing, tourism, hospitality, or public-facing event operations.
- Strong written and verbal communication skills with careful attention to accuracy, spelling, grammar, dates, times, and brand consistency.
- Proficiency with Microsoft Office, Google Workspace, spreadsheets, shared drives, and basic digital communication tools.
- Ability to work independently, manage multiple priorities, meet deadlines, and remain calm in a fast-paced public-event environment.
- Valid California driver license may be required if the position operates Fairpark vehicles or runs event-related errands.

Preferred Skills

- Experience with Facebook, Instagram, TikTok, YouTube, Meta Business Suite, Canva, Adobe Creative Suite, email marketing platforms, website content management systems, or ticketing/event platforms.
- Basic photography, short-form video, design, copywriting, media relations, press-release, media kit, or campaign recap experience.
- Bilingual English/Spanish communication skills are strongly preferred for Santa Maria-area public engagement.
- Knowledge of fairs, agriculture, livestock shows, entertainment events, sponsorships, vendors, concessions, and community outreach.

Physical and Work Environment Requirements

- Primarily works on-site in an office and active fairgrounds/event environment.
- Must be able to stand and walk for extended periods, move between buildings and outdoor event areas, and work around crowds, vehicles, vendors, livestock areas, entertainment venues, and changing weather conditions.
- Must be able to lift, carry, set up, and move marketing materials and event supplies; recommended requirement: up to 40 pounds, or up to 50 pounds with assistance depending on Fairpark needs.
- Must be available for nights, weekends, holidays, and extended fair-time schedules as assigned.

Core Competencies

- Customer service and public presence
- Organization and follow-through
- Clear writing and proofreading
- Social media judgment
- Teamwork across departments
- Attention to signage, details, and deadlines
- Adaptability during live events
- Community-minded professionalism

Suggested Screening or Interview Questions

The following questions are optional, but they reflect useful screening themes from the Snohomish County Fairgrounds Marketing Specialist posting and are well suited to a Fairpark marketing role:

- Describe your experience working with community groups, civic organizations, tourism partners, schools, sponsors, vendors, or local businesses.
- Tell us about a marketing campaign, promotion, event launch, or ticket sales effort you helped implement. What was your role and what were the results?
- How have you worked with media, influencers, photographers, videographers, graphic designers, or printers to complete a marketing project?
- How would you help promote the Fairpark and the Santa Barbara County Fair to Santa Maria's diverse community, including bilingual and family audiences?
- Give an example of a time you handled a public-facing question, complaint, media inquiry, or sensitive communication professionally.
- What new or improved on-site experience could the Fairpark offer that would attract new visitors and also benefit the broader community?

Comparable Source Themes Used

Common duties across comparable roles included: social media and website updates; print, radio, web, and press support; sponsor activation; community booths; signage coordination; ticket promotions; photo/video assets; event-day setup; customer service; public-facing communication; project tracking; spreadsheets; flexible fair-time hours; and physical on-site support.

Source Matrix

Organization	Role	Most useful Fairpark takeaways	Source type
Jefferson County Fairgrounds	Fair Assistant	Seasonal fair planning, sponsorship, vendor coordination, website/social updates, print/radio/web advertising, signage, ticket presale.	Downloaded PDF
Alameda County Fair	Marketing and Event Coordinator	Marketing project traffic, signage, collateral, community event booths, sponsorship activations, inventory, spreadsheets.	Downloaded PDF
Nebraska State Fair	Marketing Intern	Social media, website, media efforts, photo/video assets, press releases, on-grounds daily fair coverage.	Downloaded PDF
Nebraska State Fair	Marketing and Events Intern	Event execution, social graphics, print schedules, gate book/daily sheets/PA announcements, logistics and physical requirements.	Downloaded PDF
Campbell County	County Fair Coordinator	Annual fair planning, promotion, advertising materials, setup readiness, committee support.	Downloaded PDF
New Hampshire Music Festival	Ticketing/Marketing Assistant	Ticketing/customer service plus social, website, community calendars, email, event-day operations.	Downloaded PDF
Evergreen State Fair / Snohomish County	Fairgrounds Marketing Specialist	Strong additions: sponsor proposals and fulfillment worksheets, cash/in-kind sponsor tracking, print and paid media campaign support, media kits, press releases, on-site media coverage, media office support, advance ticket promotions, target-market research, and campaign recaps.	HTML source
Monterey County Fair	Event Sales and Marketing Coordinator	Event inquiries, rental agreements, equipment/services planning, security/parking/ticket-taker coordination, event support.	Readable PDF source; download failed