



# EVENTS AND MARKETING COORDINATOR

JOIN OUR TEAM AT BOLADO PARK EVENT CENTER!

## DO YOU HAVE WHAT IT TAKES?

- 2-4 years of experience in event planning, marketing, or related field.
- A proactive, self-starter attitude with excellent communication skills.
- The ability to work independently and creatively to achieve revenue goals.

## KEY RESPONSIBILITIES:

- Plan, coordinate, and execute events that leave a lasting impression.
- Develop and implement marketing strategies to attract new events and grow attendance.
- Build relationships with businesses and community organizations.
- Build a team of event volunteers.
- Manage social media and website updates to keep our community in the loop.

## CONTACT



831-628-3421



PO Box 780  
Tres Pinos, CA 95075

[www.boladoparkeventcenter.com](http://www.boladoparkeventcenter.com)

## WE'RE HIRING AN EVENTS AND MARKETING COORDINATOR!

Are you a self-motivated go-getter with a passion for events and marketing? Do you have what it takes to bring exciting events to life and grow our venue's presence in the community?

### Perfect for someone who:

- **thrives on independence**
- **is driven by results, and**
- **is excited to make a big impact!**

### WHY JOIN US?

- Commission-based pay + base rate the more events you bring in, the more you earn!
- Opportunity to grow and develop events at one of San Benito County's top event venues.
- Collaborate with an energetic team and be part of a vibrant community hub.

**Send your Resume today and help us bring unforgettable events to life!**

**Email to:**

**[dara@sanbenitocountyfair.com](mailto:dara@sanbenitocountyfair.com)**

**Deadline to apply: March 15, 2025**



## **Bolado Park Event Center Events and Marketing Coordinator Job Description**

### **General Description of Duties**

The Events and Marketing Coordinator is responsible for the growth and management of all events at the Bolado Park Event Center. This role is designed for an independent, self-motivated individual who can proactively seek out and secure event opportunities, driving revenue growth for the venue. Supervised by the CEO/Fair Manager, this position involves developing and implementing marketing and public relations strategies, maintaining the website for Bolado Park Event Center and San Benito County Fair, and building partnerships with businesses, individuals, and organizations. Collaboration with the CEO/Fair Manager, office staff, and volunteers is essential for attracting funding and enhancing event experiences.

### **Compensation**

This position offers a **commission-based compensation** model linked to the success of events brought to the venue, in addition to a **base salary**. The commission structure is designed to reward proactive event acquisition and growth.

### **Reporting Relationship**

This position reports directly to the CEO/Fair Manager.

### **Qualifications**

- **Experience:** 2 to 4 years in event planning, marketing, and website management, preferably in a nonprofit or community event setting. Proven success in event growth, marketing campaigns, public relations, and business development.
- **Education:** Bachelor's degree from a 4-year college or university preferred. Alternatively, a 2-year degree with at least 5 years of relevant experience may be considered. Background in communication, marketing, or public relations is highly desirable.

## Job Duties & Responsibilities

- **Event Planning & Management:**
  - Proactively seek and secure events to increase venue usage and revenue.
  - Plan, implement, and follow-up on all special and annual events.
  - Coordinate event logistics, including ticket sales, publicity, and contractor management.
  - Cultivate and expand sponsorship development in coordination with the Sponsorship Coordinator.
  - Facilitate event application requirements with local and state agencies.
- **Marketing & Public Relations:**
  - Develop and implement annual marketing strategies and materials.
  - Write and distribute press releases and ensure media placement.
  - Maintain and update the website with current events and relevant information.
  - Expand social media presence to promote events and the venue.
- **Leadership & Collaboration:**
  - Supervise and coordinate event staff and volunteers.
  - Assign duties and provide direction during events.
  - Collaborate with CEO/Fair Manager and other team members on strategic growth initiatives.
- **Revenue & Business Development:**
  - Build and maintain relationships with businesses, community organizations, and sponsors.
  - Establish and expand merchandise opportunities to enhance event revenue.
- **Other Responsibilities:**
  - Participate actively in staff committees and other collaborative projects.
  - Perform additional duties as directed by the CEO/Fair Manager.
  - Keep detailed records of all events in progress and final event reports.

## Requirements

- **Communication Skills:**
  - Excellent verbal and written communication skills.
  - Ability to craft business letters, articles, press releases, and present to groups confidently.
- **Problem-Solving & Reasoning Ability:**
  - Strong analytical skills to define problems, collect data, and make strategic decisions.
- **Technical Skills:**
  - Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and website management tools.
  - Ability to learn and utilize fundraising and event management software.
- **Other Requirements:**
  - Must be self-motivated, capable of working independently in a small office environment.
  - Valid California Driver's License and access to a vehicle for work-related purposes.

## **Physical Demands**

- Regularly required to sit, use hands, reach with arms, and communicate effectively.
- Occasionally required to lift or move up to 30 pounds.
- Specific vision abilities include close vision and focus adjustment.

## **Work Environment**

- Office environment with low to moderate noise levels.
- Non-smoking work environment located on street level.
- Ability to work weekends and evenings as required by the scheduled events.

## **Application Process**

Interested candidates are encouraged to submit a resume and cover letter detailing their relevant experience and motivation for joining Bolado Park Event Center as the Events and Marketing Coordinator.

## **About Bolado Park Event Center**

Bolado Park Event Center is dedicated to serving the community by hosting a diverse range of events, from local fairs to private functions. We are looking for a dynamic and driven individual to help us grow and enhance our event offerings, contributing to the cultural and economic vibrancy of San Benito County.

**Join us in creating unforgettable experiences and driving event growth in our community!**