



Digital Content Manager

Salary: Commensurate with experience
Work Address: 937 Phillips Lane, Louisville, Kentucky 40209

KENTUCKY EXPOSITION CENTER

937 Phillips Ln
Louisville, KY 40209
Phone: 502.367.5000

KENTUCKY INTERNATIONAL CONVENTION CENTER

221 S Fourth St
Louisville, KY 40202
Phone: 502.595.4381

www.kyvenues.com

Under the Kentucky Venues brand, two major convention and exposition facilities—the Kentucky Exposition Center and the Kentucky International Convention Center — serve regional, national and international clients. Governed by the Kentucky State Fair Board, Kentucky Venues also owns and produces signature events: the Kentucky State Fair, World’s Championship Horse Show, National Farm Machinery Show, Championship Tractor Pull, North American International Livestock Exposition, North American Championship Rodeo and All-In Hoopfest. From agriculture to technology, autos to entertainment, and athletics to livestock, Kentucky Venues has the facility, capacity and services to make each event a success.

The Kentucky Exposition Center, conveniently located at the airport exit just off of I-65 and I-264 in Louisville, is the agency’s flagship venue. This 1.2 million square feet multipurpose venue and property is the home of historic Freedom Hall arena, the modern and expansive North and South Wings, Broadbent Arena, plus an impressive indoor livestock and multi-function exhibit space within the West Wing and Hall. The KEC and its staff produce the largest, continuously air conditioned indoor State Fair in the world. All types of events, concerts, conferences, seminars, meetings and livestock shows throughout the calendar year simultaneously take place on the KEC grounds. Additional features include an FAA-approved heliport, an indoor-outdoor horse show arena, and a shared facility with Kentucky Kingdom/Hurricane Bay Amusement Park.

<https://www.youtube.com/watch?v=7o3VDImJpN4>

Job Description:

The Kentucky State Fair Board is seeking a qualified individual to manage planning and implementation of social media strategies through all platforms. This position will be responsible for coordinating social media content and messaging with marketing and communication plans for agency activities including the Kentucky State Fair, National Farm Machinery Show and North American International Livestock Exposition, in addition to the Kentucky Exposition Center and the Kentucky International Convention Center.

The position works a minimum of 37.5 hours per week and is required to work overtime as needed. Benefits include health insurance, life insurance, paid leave, and state employee pension.



Examples of essential duties and responsibilities:

- Develop and implement social media strategy and campaigns for Kentucky Venues' 23 social media accounts, 2 blogs and 8 digital review outlets; including content, images, videos, influencer collaborations, digital ads and community management;
- Schedule monthly digital content calendars based on events, current news and trends;
- Execute digital in-house ad campaigns with Director of Advertising and Creative Director, as well as with the agency of record;
- Edit posts, blogs, press releases and other editorial content prior to their release;
- Assist Sponsorship Department and Box Office with fulfilling sponsorship requests and boosting suite/ticket sales;
- Assist HR department to ensure job postings are visible via social media accounts and LinkedIn;
- Assist Security and Access Control prior to/during events to ensure messaging is being released to the public as needed;
- Work directly with app developer to communicate needs and goals of our Kentucky State Fair app, enter data into the CMS, send push notifications throughout event;
- Work with industry professionals in our community and outside event coordinators to ensure maximum social media event exposure and provide digital assets when requested;
- Lead the Employee Recognition Committee to develop and implement a sustainable appreciation program that enhances employee morale and job satisfaction;
- Manage the Strategic Marketing Coordinator and Information Officer;
- Assist the Director of Communications as needed;
- Other duties as assigned.

Preferred qualifications include:

- Experience with video and still photography
- Experience in writing, editing, and publishing information
- Expertise in social media content creation, strategy, and campaigns
- Bachelor's degree in Marketing, Communications, Business, Journalism and/or a Multi-Media field.

Applicants and employees in this job title may be required to submit to a criminal background check.

Contact Information:

Interested applicants should e-mail a cover letter, résumé, and at least 3 professional references to:

Paul Herberg
Human Resources Director
Kentucky Venues
paul.herberg@kyvenues.com

The subject line of the email shall state "Digital Content Manager".

All applications must be received by 4:30 PM on August 21, 2018.

THE COMMONWEALTH OF KENTUCKY DOES NOT DISCRIMINATE ON THE BASIS OF RACE, COLOR, RELIGION, NATIONAL ORIGIN, SEX, AGE, DISABILITY, SEXUAL ORIENTATION, GENDER IDENTITY, GENETIC INFORMATION OR VETERAN STATUS. REASONABLE ACCOMODATIONS ARE PROVIDED UPON REQUEST.