

FAIR DIRECTOR - 039

DEFINITION OF WORK

Under general supervision, performs complex professional and administrative work in the implementation of the Dixie Classic Fair; does related work as required.

EXAMPLES OF WORK

Promotes and publicizes the facilities, the City and area among organizations interested in booking special events; negotiates contracts and concessions in connection with the annual fair and other special events; assists in preparing a program for the annual fair; plans and supervises the preparation of the annual fair catalogue; assists in selecting shows and exhibits; prepares and coordinates fair publicity making public appearances and talks; plans and supervises the maintenance and improvement of grounds and facilities; provides news media coordination of press releases, features and public service announcements on fair activities; supervises the operation of public information and assistance center at fairgrounds; serves as secretary-treasurer to the Northwest North Carolina Development Association; provides staff support for the Association's activities; prepares agendas and minutes and attends association meetings.

EMPLOYMENT STANDARDS

Education and Experience: Any combination of education and experience equivalent to a bachelor's degree with major work in agriculture and considerable professional experience in the field of tourism.

Knowledge, Skills and Abilities: Comprehensive knowledge of modern business principles and practices; thorough knowledge of tourist development, modern principles and practices of public relations media; knowledge of negotiations with exhibitors, concessionaires; some knowledge of the techniques of photography; ability to develop the tourist industry for a city; ability to write public information reports and releases; ability to develop tourist information and promote public awareness of the Dixie Classic Fair; ability to deliver addresses before lay and professional groups; ability to plan and supervise the work of others.

