



Employment Opportunity: SALES MANAGER

Role:

The Event Sales Manager is responsible for driving revenue through the sale and booking of the Ventura County Fairgrounds' facilities for interim (year-round) events. This includes promoting the 62-acre oceanfront venue to prospective clients for a wide range of activities such as concerts, trade shows, festivals, corporate meetings, weddings, equestrian events, community gatherings, and private functions. The role focuses on, maintaining long standing relationships with clients, prospecting new business, building client relationships, negotiating contracts, coordinating detailed event planning and layouts, and working closely with operations and maintenance teams to ensure successful event execution while maximizing facility utilization outside of the annual Ventura County Fair.

Essential Duties and Responsibilities:

- Follow up on all incoming event inquiries. Returning calls and emails, reviewing rental applications, checking references.
- Conduct facility tours for potential clients, highlighting venues such as exhibit halls, grandstands, barns, arenas, and outdoor spaces.
- Consult with clients to understand their event needs, including detailed events planning, layout mapping, and measuring of spaces to create accurate floor plans and proposals.
- Develop customized proposals, negotiate contracts, pricing, and terms, incorporating requirements for facility maintenance, safety compliance, and operational logistics to secure bookings.
- Educate clients on and ensure compliance with key regulations, including fire marshal approvals (e.g., occupancy limits, egress paths, flame-retardant materials), food handling safety (e.g., health permits, temporary food facility guidelines), and other permitting needs.
- Prepare and manage event contracts, deposits, insurance requirements, and detailed event orders, with a strong emphasis on safety protocols and facility-specific constraints.
- Collaborate extensively with internal departments (e.g., operations, maintenance, and administration) to coordinate event logistics, setup, teardown, and ongoing facility upkeep.
- Maintain accurate records in QuickBooks databases for client information, bookings, forecasts, and revenue tracking.
- Monitor competitive venues, market trends, and pricing strategies to optimize sales and achieve annual revenue goals.
- Handle client inquiries, complaints, and follow-ups to ensure high satisfaction and encourage referrals/rebookings.
- Assist with on-site event support during high-volume periods, including last-minute changes, coordination with maintenance crews, and oversight of safety compliance.
- Contribute to marketing efforts, such as updating rental information, creating promotional materials, and attending industry events.
- Perform other duties as assigned, including supporting the annual Ventura County Fair preparations if needed.



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Rate of pay

Ranges \$25-\$30 depending on experience.

About the Fairgrounds:

The Ventura County Fairgrounds is a premier, multi-use event and entertainment venue. With a rich history rooted in agriculture, community, and celebration, the Fairgrounds serves as a gathering place for residents and visitors alike. Throughout the year, it hosts a diverse lineup of events including but not limited to The Strawberry Festival, Jurassic Quest, Summerfest Dog Show, Home and Garden Show, offering flexible indoor and outdoor spaces with a scenic oceanfront backdrop.

The annual Ventura County Fair, which is the signature event, celebrates the region's agricultural heritage, creativity, and community spirit. The Fair features livestock exhibitions, competitive displays, carnival rides, live entertainment, local food vendors, and educational experiences for all ages. Blending time-honored fair traditions with modern attractions, the Ventura County Fair highlights local talent, supports youth programs, and provides a fun, family-friendly experience that reflects the culture and diversity of Ventura County.