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Aggieville Showdown
Christian Calliham
Founder & Executive Director
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Aggieville Showdown Marketing Manager

Position: Marketing Manager

Reports To: Executive Director

Location: Remote/Manhattan, Kansas

Job Type: Part-Time/Contract (on a needs basis, primarily September - May)

Rate: \$10-\$16/Hour

Review Begins: First review started – open until filled.

About Us:

The Grand Drives, LLC cattle shows are like no other in the nation. The Aggieville Showdown takes place April 4-5, 2025, and starts at the Riley County Fairgrounds where exhibitors will compete for the opportunity to show their market prospect cattle or breeding heifers in the streets of the Aggieville Business District. There, the judges will select the Grand & Reserve Champion for the market & breeding cattle divisions. While in Aggieville, exhibitors will be awarded cash prizes, and public attendees will enjoy live music, a fashion show, shopping, and other experiences.

The idea of the national cattle show in Aggieville was envisioned by close friends who share a passion for agricultural education. Developed in April of 2021, the show celebrates American beef producers while advancing exhibitors' and the public's knowledge about the livestock industry. The Grand Drives, LLC was formed in 2023 and is now expanding the Aggieville Showdown event concept into more cities. We look forward to continuing the annual Aggieville Showdown event in Manhattan, Kansas to unite exhibitors, students, businesses, and the public to celebrate agriculture in the 'Ville!

Responsibilities:

The marketing manager is responsible for assisting the Executive Director in all marketing and communication efforts before and after the event including but not limited to:

- Assist with the development of creative concepts and marketing strategies for promoting the Aggieville Showdown and other events
- Help create and implement an annual social media and communications calendar
- Copywrite and design digital and print event materials including electronic newsletters, website, social media posts, banners, and other event documents
- Foster relationships with media and help draft press releases and reach out for the event
- Community management of online and offline supporters

- Communicate with sponsors and vendors to fulfill sponsorship advertising packages
- Manage photo and video content, prefer previous experience in capturing and editing videography and photography
- Lead media interns in executing live media and content during the event
- Attend weekly virtual staff meetings
- Help in person a few days before the event and during the event weekend

Qualifications:

- High School Diploma, preference given to a college graduate or third-to-fourth year undergraduate student studying agriculture marketing and communications
- Exceptional writing ability and attention to detail
- Must be creative & resourceful
- Must be able to multitask
- Strong customer relations skills
- Experience with using social media and Meta scheduling platforms (Facebook and Instagram)
- Skilled in Adobe Creative Suite and Microsoft Office
- Experience with Wix is a plus
- Must have access to a personal computer

Aggieville Showdown is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to age, race, color, religion, sex, gender identity, sexual orientation, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Apply

To apply for the Marketing Manager position with the Aggieville Showdown please submit a resume to christianc@thegrandrives.com. First review begins September 30, open until filled.