

## **JOB OPPORTUNITY**

**Position:** **Public Relations Assistant**

**Tenure/Timebase:** 20 hrs/week, through June 2005; Full time from June – September 2005. Flexible schedule.

**Pay Rate:** \$9.00 - \$12.00 / hour

**Duties:** Provide all levels of support to the Cal Expo Public Relations Department. Assist with the research and development of media lists, drafting and distribution of media materials, as well as various administrative tasks. Support the planning and execution of a variety of fair-time programs including the Kids Club, a Poster Contest, a Youth Literacy Program, a High School Outreach Program and other related events. Support IT department with website content, design and updates. Draft and edit marketing materials and other publications.

**Experience & Qualifications:** Very strong organizational, phone and writing skills. Ability to multi-task. Prior event planning experience is a plus. Very strong computer skills including proficiency with the Internet, MS Word, MS Excel, MS Publisher, MS Outlook, and others. Professionalism a must. Self-motivators and independent thinkers are welcome.

**Desirable Qualifications:** Outgoing, personable candidates are preferred. Experience working with youth a plus. Past experience with marketing, advertising and other media relations. Experience writing various PR materials, including pres releases, articles, fact sheets, etc. preferred. Management experience also preferred. Flexible schedules welcome, including ability to work remotely.

**Who Should Apply:** Those seeking hands on PR experience in a fast-paced, positive and fun work environment. Team players. Bi-lingual applicants welcome. Candidates pursuing bachelors or associates degrees in related fields, including: communications, journalism, marketing, graphic design, literature or business are encouraged to apply.

**Send Application and Cover Letter to:** California Exposition & State Fair  
P.O. Box 15649  
Sacramento, CA 95852-1649  
Attn: Erica Manuel, Public Relations  
Re: Public Relations Assistant

**Final Filing Date:** **February 28, 2004**  
Applications will be screened and only the most qualified applicants will be interviewed.

