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The Grand Drives, LLC
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Founder & Executive Director
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The Grand Drives, LLC - Marketing Manager

Position Title: Marketing Manager

Reports To: Executive Director

Direct Reports: Graphic Designer, Videographer, Photographer, and Interns (as applicable)

Location: Remote; on-site required for event weekends in Manhattan, KS and Ames, IA
(Thursday evening–Sunday noon)

Job Type: Part-Time / Contract
(primarily September–May; approximately 5–10 hours per week during planning and 15+ hours per week leading up to and during event windows)

Compensation: \$15–\$23/hour (commensurate with experience)

Application Review Begins: Wednesday, October 29 – Open until filled

About The Grand Drives, LLC

The Grand Drives, LLC is redefining livestock shows by bringing the excitement of cattle competitions to the heart of entertainment districts—creating a one-of-a-kind experience for both exhibitors and the public. Each event begins at a local livestock venue, where exhibitors compete to showcase their market prospect cattle or breeding heifers. Finalists then advance to the vibrant streets of the entertainment and business district, where prestigious judges select the Grand and Reserve Champions for both market and breeding divisions.

In these dynamic city settings, exhibitors compete for cash prizes while the public enjoys an array of attractions, including live music, fashion shows, shopping, and a unique, behind-the-scenes look at the cattle industry.

The idea for our signature event, the Aggieville Showdown, was born from a shared passion for agricultural education among close friends. Launched in April 2021, the event celebrates the American beef industry and fosters a deeper understanding of the producer-to-consumer journey. In 2023, The Grand Drives, LLC was established to expand the Aggieville Showdown’s innovative concept into new cities—with our first sister event, the Campustown Showdown, debuting in 2025.

Building on the success of the Aggieville Showdown and Campustown Showdown, we’re excited to continue expanding The Grand Drives brand into new cities—creating more opportunities to

unite students, exhibitors, businesses, and the public in celebrating the future of American agriculture.

Position Summary

The **Marketing Manager** leads all marketing and communications for The Grand Drives' growing portfolio of events. This role combines project management, creative direction, and hands-on execution across digital, social, web, and media channels.

You'll coordinate a small creative team (graphic designer, videographer, photographer, and interns), oversee campaign timelines, and ensure every deliverable meets The Grand Drives' standard of quality. The ideal candidate is highly organized, efficient, and self-motivated — able to manage multiple priorities, meet deadlines, and drive results with minimal supervision.

Key Responsibilities

Brand & Strategy

- Maintain and evolve The Grand Drives' brand identity across all platforms.
- Develop annual marketing calendars and campaign timelines for each event.
- Collaborate with the Executive Director on key messaging, sponsorship activations, and market expansion.

Project Management

- Direct and coordinate the creative team to deliver marketing materials on schedule.
- Track and manage all campaign deliverables, sponsor ads, and partner promotions.
- Ensure consistent communication, organization, and accountability across contributors.

Content, Community & Communication

- Write all social media, email, text marketing, and press copy.
- Manage scheduling, posting, and engagement across social platforms.
- Create simple digital assets using Adobe Creative Cloud when needed.
- Update and maintain event websites (Wix) with registration, schedules, and vendor content.
- Execute email and text campaigns and analyze engagement results.
- Foster relationships with media, sponsors, and vendors to secure coverage and fulfill promotional deliverables.
- Lead interns and creative partners during live event coverage.
- Manage community engagement both online and in person.
- Oversee photo/video asset management and event recap content.

Event Support

- Participate in weekly virtual team meetings and provide progress updates.
- Attend in-person event weekends (**Thursday evening through Sunday noon**) to lead content capture, direct media partners, and ensure brand consistency.

Qualifications

- Bachelor's degree preferred in marketing, communications, ag communications, journalism, or related field.
- 2–4 years of marketing, communications, or project management experience (agriculture or event industry preferred).
- Excellent writing, organization, and time-management skills.
- Proven ability to work independently and manage multiple projects efficiently.
- Proficiency in:
 - Adobe Creative Cloud
 - Meta Business Suite and social scheduling tools
 - Email and text marketing platforms
 - Microsoft Office / Google Workspace
 - Wix or similar website developer
- Availability to travel to Manhattan, KS and Ames, IA for show weekends.

Equal Opportunity Statement

The Grand Drives, LLC is an equal opportunity employer. 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, please email your **resume** to **christianc@thegranddrives.com** with the subject line **“Marketing Manager – The Grand Drives.”** First review begins Wednesday, October 29.