



Redwood Acres
Ninth District Agricultural Association
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Eureka, CA 95503
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CAREER OPPORTUNITY ANNOUNCEMENT

The 9th District Agricultural Association Redwood Acres Fairgrounds is seeking applicants for the position of Secretary-Manager III (CEO).

Final Filing Date: Open Until Filled
Time Base: Full Time
Salary Range: \$7,592.00 - \$9,294.00
Benefits: Medical, Dental, Vision, Annual Leave, CalPERS Defined Pension Retirement
Desired Start Date: September 20, 2021, or a mutually agreed upon date.

The Redwood Acres Fairgrounds (9th District Agricultural Association) is seeking an experienced, visionary, and strategic executive to continue its strong traditions, to identify opportunities to enhance the role of the fairgrounds in the local economy, and to position the fairgrounds as a year-round community asset.

This includes expanding and maximizing the use and rental of the grounds and facilities to provide a variety of entertainment, social, educational, cultural, community, and recreational activities. Emphasis is on administration and management, financial accounting, planning, marketing, facility enhancement, community outreach, and public relations.

The CEO is appointed by and reports to the Redwood Acres Board of Directors. The CEO has the key responsibility of implementing the vision of the Board of Directors and assuring the financial success of Redwood Acres.

The CEO plans, organizes, implements, and administers policies adopted by the Board and directs the day-to-day operations in an efficient and effective manner; hires and directs the work of staff and contractors; provides oversight and negotiation of contracts with individuals, organizations, and companies renting and using the facility; develops marketing and outreach strategies to attract maximum use of the facilities and participation in the activities presented and; identifies opportunities for strategic partnerships, financial and in-kind sponsors for relevant activities and projects.

The CEO is responsible for oversight of staff and contractors to plan, organize and coordinate all operations of the annual Redwood Acres Fair and for other signature events organized and/or produced directly by Redwood Acres.

The CEO attends all Board meetings and arranges for the development of agendas and minutes and ensures compliance with relevant State laws, rules, and regulations governing District Agricultural Associations. The CEO will be working with the guidance and oversight of the California Department of Food and Agriculture and the Fairs and Exposition Department.

The CEO will be an agent of positive change, providing vision and direction for the Redwood Acres Fairgrounds. The ideal candidate is flexible and unbiased, provides equal employment opportunities and ensures a work environment free from discrimination in every aspect of employment, and ensures a culture of diversity, equity, and inclusion. The ideal candidate possesses a high level of integrity and is a problem-solver able to see more than one solution to a situation. The CEO must be capable of making independent judgments and decisions based upon standard policy or procedures; gaining cooperation through discussion and collaboration; and fostering a teamwork environment.

Duties:

- Oversees and/or coordinates all aspects of the operations including administration, staff and contractor hiring, event scheduling, contract rentals, and facilities maintenance;
- Develops and administers the annual budget; forecasts funding required for staffing, equipment, materials, and supplies; monitors expenditures;
- Oversees purchasing functions and plans; coordinates and directs capital improvement activities;
- Develops and oversees marketing and outreach strategies to maximize year-round rental and use of the facilities;
- Serves as the main point of contact and serves as a key community outreach representative, in conjunction with the Redwood Acres Board members;
- Identifies opportunities for strategic partnerships, financial and in-kind sponsors for relevant activities and projects, including the Redwood Acres annual fair.
- Plans and/or coordinates all aspects of the Redwood Acres Fair and provides direct oversight and management on-site during the 4-day event;
- Maintains the Redwood Acres and Board's official files. Responds to all incoming and outgoing correspondence on behalf of the fairgrounds as needed;
- Attends all monthly Redwood Acres Board meetings, held on the 4th Thursday of each month, and relevant committee meetings as identified.

The ideal candidate will possess the following qualifications and core competencies:

- Strong understanding of the various practices of business and/or event management, including public relations, personnel administration, contract negotiation and administration, and property management practices;
- Demonstrated knowledge and experience in financial administration, developing and managing budgets, maintaining sound fiscal policy; day-to-day record keeping including payroll and preparation of board and government required documents;

- Knowledge and experience in producing and directing community relevant programs, entertainment activities, and special events;
- Effective and persuasive communication skills; ability to create and deliver public presentations to a variety of audiences;
- Knowledge and experience in developing and implementing marketing plans and public outreach strategies;
- Ability to take a leadership role in overseeing the development of strong online presence and use of social media;
- Ability to work cooperatively and communicate effectively with employees, contractors, Board of Directors, and Redwood Acres and Fair related committees;
- Ability to establish and maintain effective working relationships with other professionals, media, community organizations, governmental agencies, advisory councils or committees, and the general public;
- All aspects of personnel management;
- Ability to manage multiple programs, projects, priorities, and deadlines;
- Ability to write reports with sufficient detail to enable the readers to identify and understand all pertinent facts;
- Willing to work irregular hours and weekends, to perform personally at any job level, to participate in community activities and organizations, and to be creative, resourceful, flexible, objective, cooperative, and personable;
- Detail-oriented with strong organizational skills; track record of success designed to increase organizational efficiency and effectiveness;
- Knowledge of current technological capabilities and applications, including efficient in the Microsoft Office Suite of products;
- Ability to lift 50 lbs.

Desired qualifications:

- Understanding or capacity to learn relevant public meeting laws (specifically Bagley-Keene) and management of a public agency;
- Grant development, writing, submission, and administration;
- Knowledge and experience of facility management and maintenance, including compliance with ADA and other laws and regulations;
- Experience working with a governing Board of Directors of a governmental agency or nonprofit/non-governmental organization;
- Identifying and securing a broad range of public and private funding sources;
- Prior fair or facility and event planning experience;
- Agricultural industry experience or knowledge, or desire to learn about the industry a plus.

Education and Training:

- Bachelor's Degree in Business Administration, Public Administration, Parks & Recreation or Facilities Management, Public Relations or related field preferred or equivalent combination of education and experience.

- Special Training or Experience: Business communications, office management, basic accounting, organization and management, and computer training and experience are highly desirable.

Apply To:

Please email your cover letter, resume, and completed State of California Application (attached or fill & print can be found at www.jobs.ca.gov/pdf/STD678.pdf) to the CEO search committee at redwoodacres1@gmail.com. Applications will begin being reviewed on September 15, 2021.

Selection Process:

The most qualified candidates will be invited to interview with a committee of the Board of Directors.