

# POSITION DESCRIPTION

## Saratoga County

**Position Description:** General Manager, Saratoga Agricultural Society

**Job Title:** General Manager

**Date:** May 2009

**Supervisor:** Saratoga County Agricultural Society – Board President and Board of Director

*It shall be the mission of the Saratoga County Agricultural Society to operate and maintain an exhibition-type facility in which to produce a county fair that: educates and involves the general public of our present and past agricultural and rural heritage, promotes the benefits of a strong agricultural industry in Saratoga County, and provides a unique blend of family-style entertainment and competitions that people of all ages can participate in and/or appreciate.*

### GENERAL RESPONSIBILITIES

Responsible for the management of the Saratoga County Fairgrounds, including planning and executing the annual County Fair, managing and developing rental of Fairground facilities, producing year-round events, and coordinating maintenance and improvement of Fairgrounds building and facilities. Must be willing to remain current and knowledgeable of the Fair business, and encourage and support partnerships with the County Fair. This is an exempt (salaried) position.

Assure that equal program and equal employment opportunity requirements are met.

### Saratoga County Fairgrounds

The facility is located in the village of Ballston Spa, minutes from Exit 12 of Route 87 Northway, in historic Saratoga County, Saratoga County Fairgrounds offers an array of buildings and facilities unique to the area, including: 30 acres of fenced property; 20 acres of parking off grounds; 4 barns, horse/cattle/goat/sheep; 7 enclosed buildings; historic covered Grandstand; seats approximately 1500 people; 5 covered pavilions, total 39,000 square feet; 2 restroom facilities; camper hookups; 2 shower rooms; and stage areas available, portable and fixed locations.

### JOB DUTIES

#### I. LEADERSHIP AND MANAGEMENT

##### A. Development and Evaluation

Plan and execute the annual County Fair. Communicate, coordinate and review operating plan with Fair Board and other involved partners. Negotiate and administer

contracts. Supervise contracting of commercial exhibitors and food vendors, recruitment of Superintendents and volunteers; develop an advanced ticket sales plan, and grounds and building preparation.

Develops and implements business, marketing and capital improvement plans for the Fairgrounds.

Manage 68 acres facility with over 102,600 square feet of buildings and other improvements. Propose appropriate rental pricing for each facility element. Manage the preparation of each facility for renters.

Organize, contract for, or produce special events, conferences, and exhibitions throughout the year which provide revenue, contribute to the community, and/or enhance economic vitality in the region.

Responsible for all logistics associated with the County Fair, including planning layout, scheduling and coordinating events, and negotiating with food vendors and entertainment groups.

Address maintenance of buildings, Fair equipment and vehicles. Conduct periodic review with Buildings & Grounds Committee. Maintain an up-to-date inventory of fair equipment.

Address safety on Fairgrounds for all events. Implement Emergency Operations Plan. Safety workshop for all Department Superintendents.

Maintain Business Office hours as determined by Board.

Prepare and update all documentation and correspondence and report status of all key areas to Board in advance of monthly and annual meetings.

Under the direction of the Fair Board and its committees, develop and implement marketing plans to promote all Fairground events, facilities, and services.

Assist with the completion of the Fairgrounds Master Plan and manage its implementation. Ensure that all future development is in accord with the principles of the plan. Develop plans for building repair, maintenances and improvements projects in accordance with legal and regulatory requirements.

Provide leadership for the future of the Fairgrounds, annual Fair, facilities, and special events which is in alignment with the vision and values of the Fair Board and the community.

Represent the Fairgrounds to the Board of Supervisors, committees, Superintendents, exhibitors, the public, news media and all other groups and individuals. Prepare and provide reports and information as appropriate.

Assess effectiveness of displays, entertainment, etc.

Review and evaluate Fair insurance policies.

Revise and publish Saratoga County Fair book.

Provide leadership in effecting change to meet evolving issues.

## **B. Finance and Personnel**

Submit budget for review and approval of Board and Finance Committee. Monitor actual monthly revenue and expenses and compare to budget. Recommend changes to the budget or adjust operating activities to keep financial performance within budget.

Manages the proper accounting of receipts and disbursements associated with fairgrounds events, working with the treasurer.

Assemble and prepare documents and records for audits.

Write grants, solicit sponsorships and use other methods to maximize revenue.

Hire, organize, assign, train, evaluate and supervise office and facilities personnel including permanent and part-time staff. Develop a work team that uses effective, efficient business practices and provides quality customer service.

Address personnel and administrative problems and resolve conflicts that arise in the operation of the Fair, utilizing appropriate policies and procedures. Work and communicate with the Board in solving critical situations and in addressing non-routine issues.

## **C. Communications, Reporting, Marketing**

Develop and maintain effective working relationships with local community groups, and organizations; keep these groups informed of the Saratoga County Fair's direction.

Assure good marketing strategies are used in the planning and promotion of programs, and in interpreting results.

Employ a variety of methods and strategies to inform and educate the community about the Saratoga County Fair. Market the results of programs conveying economic, social and other benefits for families and the community. Utilize local and regional media formats to promote and enhance Fair activities. Increase the capacity of the Fair's efforts on behalf of the community by developing and maintaining effective working relationships with local community groups and organizations.

#### **D. Staff and Professional Development**

Orient, counsel, and direct the Fair-related work of assigned staff and provide specialized instruction/coaching/mentoring.

Design and maintain a volunteer development system to identify recruit and support volunteers providing orientation, instruction, and leadership development to enable them to better serve the community.

Evaluate performance and conduct annual performance conferences with staff. Review and obtain input from Fair Board. Provide continuous feedback, coaching, and performance management to staff.

#### **E. Professional Improvement**

Participate in required orientation programs.

Participate in professional organizations.

Jointly develop and pursue a professional improvement plan in cooperation with the Board to increase competency in position responsibilities.

### **II. REPORTING RELATIONSHIPS**

Direct supervision by the President of the Saratoga County Fair Board of Directors. Overall guidance and direction is provided by the Board of Directors.

Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; regarding and disciplining employees; addressing complaints and resolving problems. In addition to supervising non-supervisory employees, incumbent may be directly responsible for the supervision of other department superintendents.

Maintain effective working relationships with community.

### **III. DEGREE AND EXPERIENCE REQUIREMENTS**

#### **Minimum:**

Associate's degree with four years of progressive experience in one or more of the following: County Fair, Agriculture, business, special events or performance venue with progressively responsible supervisory experience.

Required to pass a background investigation with hiring contingent upon passing.

#### **IV. KNOWLEDGE, SKILLS, and ABILITIES**

Knowledge Saratoga County Fair operation of the grounds for various public and private events.

Proven ability to initiate, plan, organize, implement, and evaluate year round programs.

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or Government regulations. Ability to work with mathematical concepts such as probability and statistical inference. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Physical Requirements: This job requires the ability to perform the essential functions contained in this description. These include, but are not limited to, the following requirements. (Reasonable accommodations will be made for otherwise qualified applications unable to fulfill one or more of these requirements): Ability to access all areas of the fair grounds, ability to enter and access information from computer system, ability to operate general office, grounds, and equipment.

Proven ability to identify and involve people in determining program direction.

Demonstrated ability to lead and effectively participate in professional team efforts.

Demonstrated ability to relate effectively to co-workers, advisors, community and professional leaders, and clientele groups.

Ability to effectively work with Saratoga County Fair Board and committees.

Ability to identify and utilize resources effectively.

Demonstrated ability to identify and develop volunteer leadership.

Demonstrated ability to communicate effectively through oral, written, and visual channels using traditional tools as well as electronic technology (e.g. video, audio, computers, etc.).

#### **Special Requirements**

Valid New York State Driver's License.

Ability to meet the travel demands of the position, which includes frequent weekends and evening responsibilities.

**Reviewed and Approved:**

President: \_\_\_\_\_

Date: \_\_\_\_\_