

POSITION DESCRIPTION

JOB DESCRIPTION: Fair Manager

REPORTS TO: President of Fair Board

CLASSIFICATION: Salaried

STATUS: Part time

JOB SUMMARY

Responsible for planning, organizing, coordinating, managing, and directing all operations, activities and personnel of the Fond du Lac County Fair.

HOURS OF WORK

The Fair Manager will work a minimum of approximately 1,200 hours annually. Manager will work approximately 12-15 hours per week eight months out of the year, increasing to full-time during May, June, July and August.

DUTIES AND RESPONSIBILITIES

- *Oversees and coordinates all aspects of the county fair's operations including administration, marketing, and event scheduling.
- *Develops, along with the Fair Board, the annual budget and is responsible for administering it. Will forecast funding required for staffing, equipment, materials, and supplies; monitors expenditure.
- *Oversees purchasing functions and plans.
- *Maintains the Fair Board's official files. Responds to all incoming and outgoing correspondence on behalf of the Fair Board as needed.
- *Maintains bookkeeping systems (using Quick Books Pro) for the Fond du Lac County Fair, under the direction of the Fair Board Treasurer. Compiles and reconciles accounts receivable and payable and ensures that proper monies are collected, accounted for and deposited. Pays all bills and payroll and completes all necessary reports.

OTHER DUTIES:

- *In conjunction with the Fair Board, plans, implements and directs the policies and programs; and establishes goals and objectives for the Fond du Lac County Fair.
- *Develops, prepares, and submits long-range and short-term goals with the Fair Board.

- *Evaluates staffing requirements; directs/participates in staffing need decisions: hires, trains, supervises, and monitors the performance of personnel and identifies needs for professional development. Advertises for and hires all employees.
- *Determines the insurance needs for the Fond du Lac County Fair and Fair Board and makes sure appropriate coverage is secured.
- *Keeps abreast of trends in programming, promotion and management for county fairs to learn new, creative opportunities to expand, diversify and otherwise optimize the Fond du Lac County Fair.
- *With the Fair Board, develops Fond du Lac County Fair programming and events to provide a broad spectrum of quality entertainment and recreational opportunities, including booking entertainment, lining up free demonstrations, etc.
- *Develops annual fair schedule, taking into account all acts, services and events contracted by the Fair Board.
- *Implements and oversees a marketing/advertising plan for the Fond du Lac County Fair.
- *Accepts and reviews all booth vendor applications. Makes sure vendors have paid all applicable fees and deposits, and have the proper insurance.
- *Responsible for event organization, such as arranges for and schedules necessities such as tents, shavings, waste removal, etc. for the Fond du Lac County Fair.
- *Oversees and coordinates services provided before, during and after the fair.
- *Designs and develops printed materials for the Fond du Lac County Fair, including open class mailings, brochure, poster, etc.
- *Oversees and coordinates, with help from the fair office staff and UW Extension staff, the printing of the Fair Premium Rules and Regulations Book.
- *Presents the Fair Board with sufficient information for its use in making decisions. Expresses his/her opinion at board meetings on all matters impacting the Fond du Lac County Fair.
- *Identifies problems, develops and recommends solutions to the Fair Board and implements solutions approved by the board.
- *Solicits sponsorships and donations for the Fond du Lac County Fair.
- *Solicits volunteers to provide help with duties, as needed, in order to reduce overall fair expenses.
- *Makes local, state and national convention arrangements for seven board members.

*Represents the Fair Board on an official level with public and private sector leaders at local, state and national meetings, conference and other forums such as the Wisconsin Association of Fairs and the International Association of Fairs and Expos.

*Promotes and advocates the Fair through a variety of media. Establishes and coordinates media coverage for all events effectively representing the Fair within the community.

*Maintains good public relations at all times. Develops and maintains good working relationships with the public, town and county government and 4-H, FFA, and other youth organizations.

*Maintains the Fond du Lac County Fair website.

*Maintains inventory of furniture, equipment and supplies for the Fond du Lac County Fair; and ensures all are in proper working order.

*Enforces rules and regulations of the Fond du Lac County Fair in conjunction with the Fair Board.

*Conducts special projects and assignments as requested by the Fair Board.

*Ability to communicate orally and in writing with management, vendor representatives, consultants, volunteers, fair customers and fair employees.

*Performs other duties as assigned and required.

EDUCATION, EXPERIENCE AND TRAINING

Minimum Education: Bachelor's Degree preferred or equivalent combination of education and experience.

Special Training or Experience: Business communications, marketing and advertizing experience, office management, basic accounting, and computer training and experience are highly desirable. Completion of Institute of Fair Management desirable.

KNOWLEDGE, SKILLS AND ABILITIES

*Knowledge of management principles and practices

*Principles and practices of fair operation and administration

*Skill in utilizing problem solving strategies

*Marketing and event management principles

*Knowledge of program planning principles, human resources management principles and practices and supervisory principles and practices

*Ability to write reports with sufficient detail to enable the reader to identify and understand all pertinent facts

*Knowledge of current technological capabilities and applications

*Ability to establish and maintain effective working relationships with other professionals, subordinate employees, media, other organizations, board members, other advisory councils and the general public.

*Promoting the fair year around

*Supervising, leading and delegating tasks and authority

PHYSICAL REQUIREMENTS

*Ability to operate a vehicle or use public transportation

*Must have a valid Wisconsin driver's license

*Full-time resident of Fond du Lac County desirable