



Job Description

22nd District Agricultural Association

Classification Title/Code: Staff Services Manager II ()	Department: Agriculture, Arts and Education	
Working Title: Agriculture, Arts and Education Director	Tenure: Permanent	Time Base: Full Time
Reports to: Chief Operations Officer	CBID:	FLSA Status:
	Supervision Exercised: Yes (9) • Administrative Assistant (1) • Staff Services Manager I (2) • Deputy Manager I (1) • Event Coordinator (3) • Graphic Designer III (1) • Exhibit Worker (1)	
Name: Vacant	Effective Date:	

The statements contained in this job description reflect the general details as necessary to describe the principal functions of this job. This job description should not be considered an all-inclusive listing of the work requirements. The incumbent of this position may perform other duties (commensurate with this classification) as assigned, including work in other functional areas to cover during absences, to equalize peak work periods, or otherwise to balance the work load.

Position Description

Under the administrative direction of the COO, the duties of the Ag and Education Director, include, but are not limited to, developing and implementing strategies, goals, and plans aligned with the District's mission and vision, having significant responsibilities in executing, managing, and directing a wide variety of educational, agricultural and competitive exhibits programs for the annual San Diego County Fair as well as overseeing the team planning design and décor and execution of the San Diego County Fair to increase attendance, revenue, community participation, and education, providing support and policy advice managing the activities of the Ag and Education Department, and doing other related work. This position is a member of the Senior Leadership Team and the Strategic Planning Team that has direct impact on the formulation of District's policies and collaborates in developing and implementing policies that affect the entire operations of the District. The position oversees 3 full time managers and 3 full time event coordinators who in turn manage many part-time sub-departments including: Garden Show, Flower Show, Fine Art, Design in Wood, Gems, Minerals & Jewelry, Student Showcase, Home Arts and Collections, Creative Youth, Best of K-6, Livestock, the Farm, Horse Exhibit, Theme Exhibit, Farm 2 U, Toast of the Coast Wine Competition, San Diego Craft Beer Competition, non-profit and law enforcement educational exhibits, Pet Pavilion, Charity Fair Horse Show, Photography, entry programs, fairtime office staff and more.

Essential Job Functions

Employee must be able to perform the following functions with or without reasonable accommodations. Consideration of reasonable accommodation for qualified individuals with disability may be made, providing that doing so does not impose an undue hardship.

50% Execution, Management and Direction of Agriculture, Arts and Education Programs

- Understands the District's objectives, goals, mission, vision, values and priorities in order to develop and implement clear strategies, goals and operational plans for the Agriculture, Arts and Education Program to

increase attendance, revenue, community participation and educational opportunities.

- Organizes, manages and directs the complex operations of the Agriculture, Arts and Education Program by developing and implementing rules, regulations, goals, and departmental structure that aligns with the district's vision, mission, values and culture in order to successfully execute programs that are central to the District's primary mission.
- Formulates procedures to ensure the effective operation of the Agriculture, Arts and Education programs and thinks creatively and strategically to produce new Fair themes, exhibits, displays, events, competitions and other impactful programs on the community.
- Identifies, recommends and implements new programs, exhibits, volunteer recruitment and training methods, educational methods and curricula as related to and in support of the SDCF's mission and goals.
- Supervises staff planning all aspects of programs, displays, events and contests with an appropriate and realistic sense of the time demand involved, breaks down project or program elements into manageable and achievable tasks/activities/milestones, and considers the impact of external events (legislation, market trends, economy, budget, etc) on program/project to create a logical plan.
- Plans and conducts research via the internet, publications, attending seminars, industry events, conferences, competitions and other fairs to develop and administer new ideas and concepts for future programs and improve existing programs in order to increase attendance and expand community participation in the Fair.
- Sets program priorities and establishes a balance among competing objectives to ensure progress conforms to accomplishment of District goals.
- Manages, evaluates and reviews the progress and completion of projects and intervenes at an early stage to ensure assignments and tasks meet goals, objectives and deadlines and arranges adjustments as needed.
- Works cooperatively and collaboratively with others to achieve goals by sharing or integrating ideas, knowledge, skills, information, support, resources, responsibility and recognition.
- Advises COO regularly of critical developments of programs to ensure upward communication and impact on operations is known using analytical, presentation and communication skills.
- Evaluates the effectiveness and efficiency of Agriculture, Arts and Education programs' performances, accomplishments, marketing strategies, business processes, procedures and policies by analyzing factors such as participation, financial reports, survey results, year end reports and other written documents to ensure goals and objectives are met.
- Identifies inefficiencies or problems by analyzing situations accurately and formulates solutions to solve them.
- Cooperates with a wide array of staff, colleagues, supervisors and managers to achieve departmental and district goals.
- Works closely with the Marketing Department and understands general marketing practices such as e-blasts, digital media, social media posting, etc. to effectively outreach to current and potential exhibitors to encourage participation in programs.
- Keeps abreast of internal and external factors that may impact key department policies and procedures.
- Makes recommendations to the executive management team regarding future exhibitions, displays, events, competitions, contests, outreach, and their promotional strategy(ies).
- Develops and maintains positive relationships with exhibitors, contractors, program participants, partners, non-profit agencies, community groups, agricultural associations, educational institutions and other organizations to develop partnerships beneficial to the District and the Agriculture, Arts and Education Program and deliver the highest level of customer service.

25% Team Development and Leadership

- Hires and carries out managerial responsibilities to promote Equal Employment Opportunity (EEO), Americans with Disabilities Act (ADA) and other personnel practices and policies to maintain a work environment that is free of discrimination, harassment, retaliation and unprofessional conduct.
- Recruits, selects, develops and retains competent staff by utilizing workforce management strategies to support, promote, and ensure alignment with the District's mission, values and goals.
- Balances team and individual responsibilities, exhibits objectivity and openness, contributes to building positive teamwork, and builds morale and team commitments to goals and objectives.
- Recognizes the efforts and accomplishments of staff to create a positive work environment using recognition and employee rewards programs.

- Delegates and assigns work to staff based on functional areas involved, workload levels, and individual expertise and skill.
- Determines work priorities, scope of assignments and establishes deadlines to ensure objectives are met effectively and in a timely manner.
- Manages and reviews the work of subordinate staff to ensure adherence to values, quality standards, deadlines and proper procedures and corrects errors or problems.
- Demonstrates strong and effective leadership by developing staff, provides training and guidance, and applies other managerial strategies to create a positive relationship that promotes success.
- Reviews training needs to determine the level and type of training needed by staff to ensure staff can perform necessary duties.
- Identifies performance expectations and conveys those via written and verbal communication/direction.
- Provides feedback to staff on performance noting exceptional performance as well as areas of improvement through regular meetings and discussions.
- Plans and executes regular team meetings including creating agendas, action plans and de-briefs.
- Sustains employee performance using constructive intervention and progressive discipline principles and processes.
- Completes employee performance evaluations and probationary reports to ensure performance objectives and standards are met using communication and management skills.
- Reviews, approves and corrects timesheets for staff.
- Resolves disagreements and conflicts between staff members to achieve a harmonious and productive work environment by establishing and maintaining effective relations, exhibits tact and considerations and works actively to resolve conflicts in order to ensure cooperation.

15% Financial Management

- Develops, implements, and manages the annual departmental budget by balancing accounts and funds, gathering financial information from sub-departments on expenditures and needs, and reporting on expenditures, encumbrances, and carry-forward funds to ensure annual spending limits are within budget.
- Oversees and controls sub-departments' budgets, procurement, and contracting activities by approving, monitoring, tracking, and prioritizing expenditures to ensure funds are being spent appropriately, responsibly, and in accordance with the District policies and procedures.
- Formulates and administers financial plans for achieving revenue objectives of the department and gains input from supervisors and staff when preparing budget figures to ensure revenue goals are met.
- Prepares and monitors the budget, anticipates expenses, and provides guidance to supervisors and staff to ensure budget figures are met and adhered to for expenses.
- Requests budgetary adjustments from supervisors and staff in order to maintain solvency.
- Manages and prepares financial reports by reconciling monthly reports from accounting to budgeted figures and correcting account coding as needed.
- Reconciles and ensures financial reports are submitted in a timely manner, are thorough and accurate, and meet the requirements of District policies and procedures.
- Develops and fosters an environment in which fiscal responsibility is important to all supervisors and staff and informs the Chief Operations Officer about financial issues.
- Makes recommendations to the Executive Team regarding budget items for the District in regards to achieving the department's goals for increasing participation in Agriculture, Arts and Education programs, attendance, and revenue for the Fair.

Marginal Job Functions

5% Category

- Responsible for entries submitted to the International Association of Fairs and Expositions (IAFE) and the Western Fairs Association (WFA) achievement awards programs.
- Participates in conferences, panels, seminars, etc. to learn and share information with the industry.

- Represents the District at meetings, conferences, and events to obtain and/or provide information using professionalism, communication skills, and expertise.
- Travels to meetings representing the District as needed or serves as proxy or designee for the District under specific delegation by the COO.
- Performs other duties as directed, requested or assigned

Working Conditions (for office job)

Work environment is primarily performed in a standard office with artificial light and climate control. Work activities involve working in an office setting; sitting for prolonged periods of time; bending neck in an upward and downward flexion and side-to-side turning of neck; pushing and pulling file drawers; moving items up to 25 pounds; and operating standard office equipment requiring repetitive hand movement and fine finger dexterity and fine coordination including the use of a computer keyboard, mouse, calculators, telephone, and radio. Work activities involve the abilities to verbally communicate and hear to express and exchange information, see to perform assigned tasks, and read, write, and speak English at a level required for successful job performance.

Attendance, Conduct, And Performance Expectations

This position requires the incumbent to maintain acceptable, consistent, and regular attendance at the job site at such level as is determined at the Department's sole discretion; work cooperatively with team members and others and meet performance expectations to enable the District to provide the highest level of service possible; communicate effectively (orally and in writing if both appropriate) in dealing with the public, employees, and others; develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and adhere to District policies and procedures regarding attendance, leave, and conduct. Also, must be regularly available and willing to work the hours the Department determines are necessary or desirable to meet its business needs.

Duties of this position are subject to change and may be revised as needed or required.

ACKNOWLEDGEMENTS

EMPLOYEE'S STATEMENT: *I acknowledge that I have read and understand all the requirements and agree to the expectations of the position. I have discussed with my supervisor the duties of the position and have received a copy of this job description. I certify that I possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform the assigned duties as described above with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with your supervisor. If unsure of a need for reasonable accommodation, inform your supervisor, who will discuss your concerns with the Human Resources Department.)*

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Employee's Name (Print Name)	Employee's Signature	Date

SUPERVISOR'S STATEMENT: *I have discussed the duties of the position with the employee.*

Supervisor's Name (Print Name)	Supervisor's Signature	Date

Human Resources Approval (Print Name)	Human Resources Signature	Date