

## Jefferson County Position Description

**Name:**

**Department:** Fair Park

**Position Title:** Fair Park Director

**Pay Grade:** 13 **FLSA:** Exempt

**Date:** January 2024

**Reports To:** County Administrator

---

### Introduction:

Jefferson County, renowned as the Heart of the Heartland, is inviting dynamic leaders to embrace the role of Fair Park Director. This unique position offers the opportunity to lead our Fair Park into an exciting future, enhancing community ties, and creating unforgettable experiences. At Jefferson County you can Explore. Thrive. Belong!

### Purpose of Position:

Appointed by the County Administrator, the Fair Park Director plays a key role in the 24/7 operations, strategic planning, and implementation of the Jefferson County Fair Park. This position requires aligning with departmental and organization-wide goals, managing and promoting events, and overseeing facility and financial management, with a focus on fostering community engagement and innovation.

### Essential Duties and Responsibilities:

**The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.**

- Manages Staff and Volunteers. Oversees hiring, supervision, evaluation, and training in accordance with County Personnel Ordinance.
- Supports and assists the Fair Park Committee with information, coordination, and prioritization of work, contributing to the vision, mission, and goals of the County Fair and Fair Park Events.
- Keeps abreast of current trends in programming, promotion, and management of County Fairs to learn new opportunities to optimize the Jefferson County Fair.
- Develops and implements strategic plans, objectives, and outcomes that resonate with the county's broader objectives. Incorporates community feedback to enhance park operations and event planning.
- Leads the planning, coordination, and execution of diverse events, ensuring high standards of quality and safety. Promotes a variety of events to maximize community engagement and participation to reflect the county's diversity.
- Maintains and improves facilities, responding proactively to community feedback and strategic needs.
- Prepares and administers an annual budget. Develops financial plans for marketing, capital improvements, and operations management, ensuring the Fair and Fair Park are, to the greatest extent possible, self-sustaining.
- Seeks grant opportunities and partnerships to enhance park facilities and events. Negotiates and administers contracts with consultants, contractors, and vendors for a variety of services including marketing, facilities operation and management, concessions, and fundraising.
- Cultivates and develops relationships that could lead to sponsorships or partnerships.
- Actively engages with the community, stakeholders, and local businesses to foster partnerships, strengthen relationships, and address public concerns. Represents the fair park in public forums and media interactions.

- Develops and implements total facility safety and security plans in accordance with legal and regulatory requirements, including evacuation plans, alarms, fire prevention, safety equipment and disabled access.
- Complies with County HIPAA Policies and Procedures, if applicable.
- Adheres to and promotes safety as a priority in the workplace.
- Demonstrates dependable attendance
- Performs other duties as assigned or that may develop.

#### **Minimum Training and Experience Required to Perform Essential Job Functions**

- Bachelor's Degree in Business Administration, Recreation Facilities Management, or related field, plus six years of relevant experience.
- Experience with facility or trade shows, including budgeting, maintenance, and operations.

#### **Preferred Training and Experience Required to Perform Essential Job Functions**

- Master's degree in a related field plus six – eight years' relevant experience.
- Certificates- Certified Fair Executive, Institute of Fair Management enrollee, or graduate.

#### **Other Requirements – Certificates/Licensures**

- Flexibility for irregular hours, including evenings and weekends.
- Valid Wisconsin driver's license.

#### **Knowledge, Skills, Abilities**

- Strong communication, leadership, and community engagement skills.
- Proficiency in financial management, problem-solving, and decision-making.
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to effectively present information to top management, public groups, and/or boards.
- Ability to read, analyze, and interpret financial reports, and legal documents.
- Ability to reliably and predictably carry out one's duties.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.
- Ability to write speeches and articles for publication that conform to prescribed style and format.
- Knowledge of County government organization and operation and interrelationships between governments and the community.
- Knowledge of accounting principles and practices, accounts payable, and payroll practices.
- Knowledge of laws, government regulations, and agency rules as they relate to public events, Safety, County Fair, budgeting, grant management.
- Knowledge of principles and processes for providing customer service. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Knowledge of administrative practices and procedures; business English, spelling, grammar; operation of office equipment; word processing, databases, scanning, presentation, and spreadsheet software.
- Skilled in prioritizing workloads, developing action plans, and meeting deadlines.

**Supervision**

Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Involves supervisory responsibility for one or more full-time individuals, involvement in the recruitment and selection process of employees, prepares and conducts employees' performance appraisal, disciplinary measures, and assists with the hiring and firing process. Additional responsibilities include supervising direct reports through coaching, interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential duties and responsibilities of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

While performing the duties of this position, the employee is regularly required to sit; use hands to finger, grasp, handle, or feel; reach with hands and arms and talk or hear. The employee is occasionally required to stand; walk; climb or balance and stoop, kneel, crouch, or crawl. Lifting, moving, pushing or pulling up to 10 pounds does generally occur, and during fair week or event setup up to 50 pounds might occur. Specific vision abilities required by this job include close vision, color vision, depth perception and ability to adjust focus, distance vision.

**Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential duties and responsibilities of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

While performing the duties of this position, the employee is not regularly exposed to adverse conditions. The noise level in the work environment is usually moderate. This position may be called out 24 hours a day or rotate being on call, including weekends and holidays. May be required to work in extreme hot or cold temperatures.

*Jefferson County is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act as Amended, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.*

**I have read and understand the duties of this job description and, by signing below; I agree that I can perform the duties of this position with or without reasonable accommodation.**

Employee

Date

---

---

Supervisor

Date

---

---