

STATE FAIR PARK & Event Center



DIRECTOR of AG, EDUCATION AND EXHIBITS

Central Washington Fair Association, Yakima, WA

1301 South Fair Avenue, Yakima, WA 98901 | statefairpark.org



WHO WE ARE

The Central Washington Fair Association is a private non-profit 501(c)(3) organization that operates State Fair Park. State Fair Park is home to the Central Washington State Fair, Yakima Valley SunDome, and hosts over 200 events annually.

The Central Washington State Fair (CWSF) has been in operation since 1892. Our mission is to facilitate commerce, education, and leisure activities through production of the annual Fair and promotion and/or production of enterprise and public events throughout the calendar year. The 10-day Central Washington State Fair attracts over 300,000 guests annually and is recognized as one of the top 100 fairs in the Country by IAFE. The Fair recently was the recipient of IAFE's Merrill Award for one of its new Ag Education Programs.

THE POSITION

We are looking for an innovative, experienced, energetic individual that understands how to develop programming, event content and can work effectively to gain consensus with diverse stakeholders to drive the goals and initiatives for the agriculture, education and exhibits department.

The position will focus on growing Fair time and year-round agriculture and Food production experiences, education and exhibits for generations to come. If you have a passion for making a difference and being part of an executive team that is innovating and building for the future, then this is the job for you. The Director is responsible for all the Fair and year-round functions that include agricultural operations including livestock, competitions, small animal exhibits, agricultural education programming, Fair exhibits, and collaboration with agricultural education partners. Our future will also include the establishment of a multifaceted farm learning center managed and developed by this Director. This position supervises staff, volunteers, and superintendents and is part of the executive team.

ESSENTIAL SKILLS

Ability to deliver best in class customer service in all areas of day-to-day work.

Experience collaborating with partners and stakeholders with diverse points of view to create mutually beneficial outcomes.

Experience supervising staff as well as volunteers.

Excellent interpersonal and consensus building skills with focus on customer service.

Must be able to work long hours when required – which might include evenings and weekends.

Excellent problem solving and decision-making skills.

Experience working with youth, non-profits, special interest groups to drive programming and participation.

Proficient using Microsoft Suite products.

Experience in adapting to a wide variety of evolving technology applications and their practical use in a variety of platforms.

Capable of speaking to large groups and representing the organization to stakeholders, potential sponsors, partners, or industry groups.

A creative visionary that is always looking for new fun ways to deliver on the organization's mission.

Ability to create and deliver programming content from concept through execution with good project management skills.

A basic understanding of Food Production systems currently utilized in North America.

LIVESTOCK, EQUINE AND SMALL ANIMAL COMPETITIONS

Oversee all livestock, equine and small animal competitions with planning of show production, exhibitor engagement, growth, selection and innovation.

Hiring and detecting superintendents, contractors and volunteers and providing vision and oversight of operations.

Work with livestock superintendents to identify and contract educational programs and recruitment of livestock exhibitors.

Manage departments budget, create opportunities for revenue growth, and manage stipends and awards programs.

Promote team approach between all species including group meetings, ongoing communications, and fair and balanced management style for all departments.

Manage superintendents' program for all species: write job descriptions, develop contracts, communicate regularly, host pre-fair meetings and provide evaluations.

Assist superintendents in hiring judges, including pay assignments, show schedules, and any necessary judge amenities.

Assist superintendents in writing show policy, rules, and procedures, abiding by the IAFE Code of Showring Ethics, and any registered associations or sanctioned show rules.

Develop and maintain positive relationships with all agricultural education partners, agricultural leaders, and organizations.

Hire and schedule veterinarian to complete animal well-checks upon entry to fairgrounds; stay abreast of State and Federal regulations for animal health, infectious and zoonic health conditions that include outbreaks disease news, inspection, treatment, quarantine processes and barriers to entry.

Work with marketing team to broadcast alerts and information on website, promote shows to exhibitors and guests, and other marketing initiatives to ensure proactive community outreach to drive interest and participation for all areas of oversight.

LIVESTOCK, EQUINE AND SMALL ANIMAL COMPETITIONS (continued)

Oversee superintendents for 4-H and FFA livestock programs including budget allotments, staffing approvals, coordination with open class competitions, and scheduling.

Develop an animal health Quality Assurance Program and guest safety program and protocols.

EDUCATION AND EXHIBITS

Oversees the Fair education and exhibits program.

Coordinate with Sponsorship team to develop strategy for sponsorship opportunities that align with department initiatives that will drive revenue as well as guest and sponsor engagement.

Manage and implement Yakima Valley's Largest Classroom, ensure school tour program remains relevant and participation from schools across the Valley during Fair; improve curriculum opportunities for teachers, provide materials (print and/or online) early in school year, and provide continued learning experiences post-Fair for participants.

Develop overall strategy for programming, competitions, exhibits and educational initiatives and work with superintendents and volunteers to activate.

Continue sourcing creative and fresh ways to educate the public about agriculture, to develop new and ongoing programming.

Utilize resources of trade associations and partnerships with industry colleagues to continue to enhance programming and education.

Develop and maintain working partnerships with agricultural commodity and farm service organizations and community stakeholders to assist with programming and educational initiatives. Leverage their outreach and learning assets to bring programming and education to the Fair as well as year-round opportunities.

Ensure demonstrations and hands-on activities are representative of Yakima Valley's culture, industries and offerings and align with organization's mission.

Work with government agencies, extension offices, service and hobby organizations to collaborate and coordinate programming for participation in the Fair.

REQUIRED EDUCATION AND EXPERIENCE

EDUCATION

bachelor's degree in business, or any related agriculture degree, project management, communication, education, or related field and/or equivalent of three to five (3-5) years of related experience in Fairs, program or special event development.

SALARY:

The annual base salary range is \$68,000 - \$80,000 plus annual discretionary bonus.

BENEFITS:

401k, Medical, Dental, Vision, Aflac, Life, AD&D, LTD Relocation is available for out of area candidates.

APPLICATION & SELECTION PROCESS

Submit your resume with cover letter outlining your experience relating to this opportunity to Michael Bradley, MHB Productions, at mhbproductions56@gmail.com. Send all documents as PDF files. Questions, please contact Michael Bradley at mhbproductions56@gmail.com.