



Job Description

Job Title: Executive Director

Reports To: Portland Rose Festival Foundation (PRFF) Executive Committee

Classification: Regular full-time salaried exempt

Primary Purpose:

The Executive Director (ED) is responsible for the overall management and operation of the PRFF. They will work with the PRFF Executive Committee and Board of Directors (Board) to develop and implement strategic direction, manage a successful, effective, and efficient organization, and lead/shape all external communications to ensure the integrity of the Portland Rose Festival Foundation.

Primary Duties and Responsibilities:

Vision: Define, clarify and build consensus around the vision for PRFF and develop commitment from the Board and the employees for the vision, mission, and operating goals. Emphasis will be on clarifying priorities, ensuring viable planning, and aligning resources to meet said priorities. The ED facilitates discussions about what PRFF should accomplish over the next several years and how it can be done. The successful candidate will be a proven connector — someone who builds relationships across diverse communities, city, county, state and government agencies, civic institutions, the business community, and cultural networks with authenticity and enthusiasm.

Leadership: Bring a passion for the Festival's traditions and mission to the Board, staff, volunteers and any other group touched by PRFF. Act to build bridges and serve as a liaison between PRFF and elected and appointed officials, the business community, the educational community, and the general public. Lead a broad partnering effort that prioritizes relationships. Familiarity with large-scale special events, festivals, or public attractions is highly valued. Direct understanding of event planning, production logistics, and civic permitting is highly preferred.

Board Relationship Management: Communicate regularly and often with the Board to provide information on organizational issues, address and make recommendations regarding strategies, and secure necessary approval of actions taken. Include Executive Committee in appropriate



policy discussions and ensure Board familiarity with PRFF's programs, successes, needs, and opportunities. Serve in an advisory role on several important committees that shape the Board.

Budgeting: Work closely with event managers, the Board, and the Financial Task Force to evaluate and adapt existing programs and events while identifying new and innovative programming for long-term financial health and stability.

Sales/Fundraising: Develop and lead a comprehensive fundraising and revenue-generation strategy. Must be experienced in the sales process, particularly related to sponsorship development. This includes identifying, pitching, and closing corporate sponsorship opportunities in collaboration with staff and Board members. This includes securing stable funding for operations and programs through sponsorships, major gifts, grants, government, civic partnerships, and other innovative sources.

Administration/Management: Oversee annual budget and professional staff. The ED should be a hands-on leader willing to engage at all levels. They should understand the history and tradition in the organization, and bring fresh approaches to problem-solving. Lead through influence — using authenticity, humility, and emotional intelligence to rally diverse stakeholders around shared goals.

Other Duties and Responsibilities:

Communications: As the PRFF's primary spokesperson, help frame the value of the Rose Festival to a variety of groups who have a stake in our community. Use poise, presence, humor and knowledge to articulate PRFF's positions. Support the Festival President, officers and Board. Utilize strong oral and written presentation skills in a variety of forums.

Marketing/Special Events: Provide strategic leadership for PRFF's marketing, branding, and audience engagement efforts. Serve as a public-facing ambassador and actively participate in events and program committees.

External Business Relationships: Foster relationships within a variety of important community stakeholders. Build, enhance, and maintain important business and government relationships designed to advance PRFF's goals and objectives.

Skills Required:

The ED must be both visionary and practical — capable of high-level strategic planning while ensuring successful day-to-day execution. Excellent written and verbal communication skills



along with the ability to understand and translate information for all audiences will be necessary. Proven skills as a planner and a strategist, with the ability to articulate a vision for the future and to build an organization capable of sustaining that vision is essential. Knowledge and understanding of a metropolitan community and its political, business, philanthropic and cultural history will be most helpful. Knowledge of financial principles and good fiscal management is essential. Proven experience or aptitude in fundraising, marketing strategy, and brand communications is required. Capable of employing AI and emerging technology strategies to plan, sell, and lead more efficiently and strategically.

Supervisory Responsibilities:

Directly supervise senior staff, Sales and Communications leads.

Experience Required:

Successful experience leading or administering an organization, including extensive experience in management, fundraising, public relations, communications, and marketing. Direct experience in revenue generation — including sponsorship, donor relations, or grant development — is required. Experience running a nonprofit association or involvement with the entertainment industry is preferred.

Educational Requirements:

A successful candidate should possess a bachelor's degree, with an advanced degree or certification preferred. Comparable professional experience will be considered in place of a degree. Relevant certifications in nonprofit leadership, fundraising, or public administration are a plus.

Work Environment:

We strongly encourage candidates from diverse backgrounds and experiences to apply.

The work environment for this role involves duties performed in the PRFF office, and at off-site meetings with media, corporate sponsors, community groups and government officials. Weekend and onsite event work is required and may take place in various weather conditions. Light to moderate lifting (under 25 lbs.) and the use of a cell phone and personal vehicle for work purposes with a valid driver's license is required.



Reasonable accommodation is available under the Americans with Disabilities Act for those whose specific disability prevents them from completing the application or participating in the selection process. For confidential assistance, please contact ExecSearch@RoseFestival.org at least 48 hours before any step in the recruitment and selection process.

All applicants will be required to pass a background check.

Salary & Benefits:

Base Compensation: \$125K - \$140k

Signing Bonus: \$10K

Relocation Available: up to \$10K

Incentive package: In addition to the base salary, this position offers a performance-based incentive opportunity tied to sponsorship sales, with significant earning potential for exceeding goals.

Benefits Package:

- Health, Dental, and Vision Insurance
- Flexible Spending Account (employee paid)
- Aflac Plan (employee paid)
- Life Insurance
- Long-Term Disability Plan
- Simple IRA with match
- Holidays, Vacation, and Sick Time

The Portland Rose Festival Foundation is an Equal Opportunity Employer.

This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.