



DEL MAR *Fairgrounds*

HOME TO THE SAN DIEGO COUNTY FAIR

Agriculture, Arts and Education Director



THE COMMUNITY • *The Best of Southern California*

Located in the southwestern corner of California, San Diego County is California's second-most populous county and the fifth-most populous in the United States with more than 3 million residents. The city of San Diego, known as "America's finest city," is the second-most populous city in California and the eighth-most populous city in the U.S.

Stretching over more than 70 miles of sparkling coastline, San Diego County enjoys year-round sunshine and near-perfect weather ranging from a mild Mediterranean climate on the coast, a semiarid climate and extensive chaparral vegetation inland, to lushly forested mountains to the east that receive frost and snow in the winter. It is a year-round tourist destination.

From north to south, San Diego extends from the southern borders of Orange and Riverside Counties to the Mexico-U.S. border and the Baja California municipalities of Tijuana and Tecate. From west to east, the county spans from the sparkling Pacific Ocean to the boundary with Imperial County.

San Diego County is home to 18 Native American tribal reservations, the most of any county in the United States, and 16 military installations.

The City of Del Mar is a quaint seaside village located just 20 miles north of downtown San Diego, and the start to the fondly referenced "North County," spanning from the coastal communities of Del Mar to Oceanside and going east through Escondido and Valley Center. With a population of approximately 4,200 people, and covering just 2.2 square miles, Del Mar is known for its vibrant small-town atmosphere, dog-friendly beaches, hiking trails, and scenic views.

The charming seaside community of Solana Beach is just north of Del Mar. Solana Beach is home to a vibrant train station that serves both Amtrak and the Coaster, one of only three in San Diego County. Solana Beach is a favorite destination for those looking to enjoy the beach, eclectic shops, great dining, golfing, nightlife, and nearby hiking.



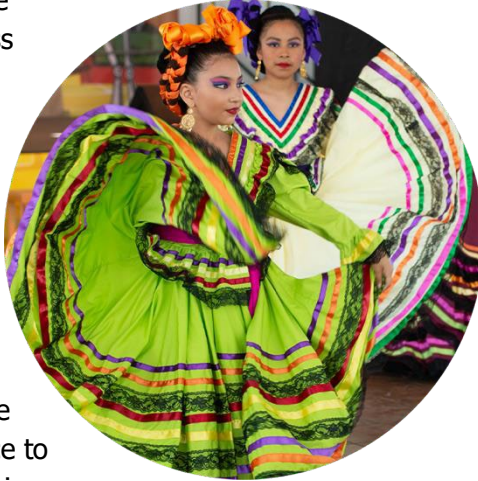
THE FAIRGROUNDS (ORGANIZATION) • *Making Memories Since 1936*

Nestled in the quaint community of Del Mar, the main campus of the Del Mar Fairgrounds borders Solana Beach to the north, I-5 to the east, San Diego to the south, and the Pacific Ocean to the west.

The 22nd District Agricultural Association (District) manages and operates the Del Mar Fairgrounds on behalf of the State of California, and is governed by a nine-member board appointed by the governor.

Established in 1936, the Fairgrounds is a timeless community treasure where all can flourish, connect and interact through year-round, exceptional experiences.

Connecting the community through shared interests, diverse experiences, and service to one another in an inclusive, accessible, and safe place with an emphasis on



agriculture, education, entertainment, and recreation, and is what the District is all about.

The facilities and programs are primarily funded through revenues generated by hosting events, the largest being the District's annual San Diego County Fair. Generations of San Diegans have made the annual fair and race meet part of their summer tradition.

Today, the District hosts a large variety of events across three distinct properties:

- Del Mar Fairgrounds: 212-acre main campus and home to the administrative offices
- Surf & Turf Recreational Facilities & RV Park: 48-acres just east of Jimmy Durante Blvd.
- Del Mar Horsepark: 64-acre equestrian center, 1.5 miles east of the main campus

Our vision for tomorrow is to be the community's iconic place for social interaction and cultural expression, honoring traditions, embracing innovation, celebrating excellence, and having fun.



THE POSITION • *Agriculture, Arts and Education Director*

As a highly visible organization that provides public programs in the second largest county in California, has a \$550 million economic impact on the greater San Diego County region, and maintains 324 acres of state land within the California Coastal Commission's jurisdiction, the activities of the Fairgrounds are of significant public interest.

Reporting directly to the Chief Operations Officer, the Agriculture, Arts and Education Director is a critical factor in the organization's commitment to community outreach, agriculture and education, with a focus on:

- Presenting impactful competitive and educational exhibits focused on the community, agriculture and arts both during and outside of the annual fair;
- Exhibits planning and management to present professional, well organized exhibitions in a safe and secure manner.
- Building productive working relationships with team members, organizations, non-profits, educational institutions and others.
- Managing a team to achieve the goals of the department and organization.
- Keeping abreast of trends in agriculture, arts and education within and outside of the fair industry.
- Respecting and preserving traditions while seeking and adding new innovative exhibits, procedures, events and programming with an emphasis on positively impacting the community.

Oversight and projects include, but are not limited to:

- Assisting the COO in developing and implementing long and short-range plans, policies, and procedures in the areas of agriculture, arts and education;
- Planning, organizing, administering, and marketing agricultural, arts and educational programs
- Planning and executing community outreach to increase participation;
- Hiring and developing staff who can lead and support the various programs of the Agriculture, Arts and Education Department.
- Collaborate with internal departments to develop programs and procedures for the annual fair;
- Research programs and develop a comprehensive budget for recommendation to the Executive Team; uphold fiscal responsibility and budget management.
- Produce and present information and reports to stakeholders, the Executive Team and the Board of Directors
- Evaluate the success and return on investment of programs.
- Gathering public and stakeholder input in development of future programs.

MINIMUM QUALIFICATIONS

- Any combination of education and experience that provides needed experience and expertise to carry out the role as described.
- Knowledge of the organization and functions of California State Government; principles, practices, and trends of public administration, organization, and management; techniques of organizing and motivating groups; program development and evaluation; principles and practices of policy formulation and development; and personnel management techniques.
- Ability to plan, organize, and direct the work of multidisciplinary professional and administrative staff; analyze administrative policies, procedures and practices; integrate the activities of a diverse program to attain common goals; develop cooperative working relationships with representatives of all levels of the organization, government and the public; analyze complex problems and recommend effective courses of action; and effectively contribute to our Equal Employment Opportunity objectives.

THE IDEAL CANDIDATE • *Agriculture, Arts and Education Director*

Fully embraces and demonstrates these core values of the organization:



FUN

Smile. Engage. Celebrate.

We believe in celebrating the ordinary and the extraordinary in unique ways.



A+ Quality

Plan. Act. Execute.

We believe in creating exceptional and memorable experiences.



INTEGRITY

Responsible. Ethical. Authentic.

We believe in being responsible to our community, the environment and to one another.



RESPECT

The Golden Rule.

We believe in providing an inclusive and interactive place where all people can connect.



SERVICE

Caring. Humble. Helpful.

We believe in purposeful and inspiring engagement.

Additionally, the ideal candidate is a highly efficient and proven leader with:

- 5 or more years of increasingly responsible experience leading a team or department focused on the design and execution of public exhibits and programs.
- Bachelor's Degree or equivalent experience in education, agriculture or an exhibit related field of study.
- Experience in planning, organizing and managing exhibit and event layouts for presentation to the public.
- Experience managing and reconciling a livestock auction.
- Understanding of basic marketing practices and procedures to implement in community outreach and encouraging participation.
- Knowledge of trends in agriculture, arts, education, and exhibits outside of the fair industry.
- Knowledge or experience with the logistics and operational elements of fair, exhibit, competitive, educational and agricultural programs that educate the public and accomplish the organization's mission related to celebration of the community.
- Excellent presentation, oral and written communication skills.
- Strong working knowledge of Microsoft Office
- Familiarity with the San Diego County Fair and/or Del Mar Fairgrounds is a plus.



The ideal candidate is a proven leader with a strategic and entrepreneurial approach, ability to enlist others to achieve goals, an ability to interpret information into action plans and development of exhibits and programs, and understands and embraces the importance of the role competitive, agricultural and educational exhibits and presentations plays in a fair and community.

COMPENSATION • *Agriculture, Arts and Education Director*

SALARY: The annual base salary range for the Agriculture, Arts and Education Director is \$104,580-\$118,788, depending on qualifications. Furthermore, the position qualifies for a 20% annual pay differential, bringing the total salary range to \$125,495-\$142,545 annually. In addition, the salary is supplemented by a generous benefit program, which includes:

RETIREMENT: Significant employer contribution as well as employee participation in the Public Employees Retirement System (PERS).

INSURANCE: Employees choose from a variety of health, dental, vision, life, and long-term disability insurance plans.

LEAVE ALLOWANCES: Vacation, personal, management, and sick leave benefits, plus 11 paid holidays.

For additional information about benefits, please visit <https://www.calhr.ca.gov/employees/Pages/salary-and-benefits.aspx>

APPLICATION & SELECTION PROCESS

This is a two-step process.

Step 1: Visit www.calcareers.ca.gov and create an account. Click on Exam/Assessment Search and search Staff Services Manager II (Managerial). Follow the directions to take the exam/self-assessment for list eligibility.

Step 2: Complete the application package that can be found by visiting this link and submitted electronically using your Cal Careers account.

To be considered for this exceptional career opportunity, please apply online at:

<https://www.calcareers.ca.gov/CalHrPublic/Jobs/JobPosting.aspx?JobControlId=329505>

Open until filled.

IMPORTANT: Your submission must include a current State Employment Application (either electronic through CalCareers.ca.gov or STD Form 678), resume, degree and/or school transcripts, and Statement of Qualifications that addresses how your education, training, experience and skills meet the minimum and desirable qualifications along with examples of your business communications work product.

The 22nd District Agricultural Association is an Equal Employment Opportunity Employer. Women, minorities, and persons with disabilities are encouraged to apply

To Learn More Visit:

Del Mar Fairgrounds @ delmarfairgrounds.com

San Diego County Fair @ sdfair.com

