

**POSITION TITLE: General Manager**

**ORGANIZATION: Placer County Event Center & Fairgrounds**

**STATUS: Full Time/ Exempt**

**REPORTS TO: Chief Executive Officer**

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### **Project Overview**

Placer Valley Tourism (PVT) has entered into a long term agreement with Placer County to renovate, invigorate and manage the 60 acre Placer County Fairgrounds and Event Center in the heart of Roseville, CA. The site consists of a total of more than 25,000 sq. feet of meeting and exhibit space in three buildings, a grandstand speedway with 5,000 person capacity, animal barns, RV Park and grounds. PVT is embarking on a \$ 6,000,000 renovation to be completed in 2017. PVT is also exploring the possibilities of expanding facility options. This is an exciting project for individuals that are innovative, entrepreneurial, diligent and business savvy.

### **Job Summary**

To ensure the sustainable operation and management of the Placer County Event Center & Fairgrounds as a premier convention, meeting, event, festival, fair and celebration destination with a focus both on local rentals and events that achieve specific room night goals.

### **Duties & Responsibilities**

Responsible for the successful planning, sales, operation and growth of the entire facility. Lead a motivated professional team ensuring excellent customer service to position the Placer County Event Center & Fairgrounds (ECF) as “the place” in South Placer County and the Sacramento region for events, fairs, festivals and celebrations.

- Operate and maintain the ECF in compliance with all State, Federal and local laws and policies
- Ensure the facility and grounds are presentable, well-maintained, and up to codes/standards in order to meet the general needs of users and the expectations of the Board and the County
- Make recommendations for capital improvements and request appropriations as needed
- Ensure the appropriate operation and maintenance of the onsite RV facilities
- In coordination with Human Resources, handle recruitment of ECF staff
- Oversee all permanent full time, part time and temporary/seasonal employees
- Ensure employees are trained to perform their duties and follow all safety procedures
- Plan, assign, and supervise daily workload of all employees, from grounds maintenance to finance and program administration through the appropriate department heads
- Maintain departmental staff records; administer performance evaluations and disciplinary action in accordance with policy and procedures
- Develop and administer a yearly budget to the satisfaction of the CEO and Board, with monthly updates and forecasts for revenues and expenditures
- Monitor, recommend, implement, and communicate fee schedule changes as needed
- Ensures maximization of site usage and revenue streams
- Oversee an aggressive marketing/sales plan for sponsors
- Oversee development and operation of ECF events including annual Placer County Fair, festivals

and promotional events

- Resolve issues and/or conflicts as they arise
- Supervise all sales and booking operations for the facility

### **Requisite Skills**

- Ability to communicate effectively in verbal and written form, with tact and diplomacy.
- Ability to create and maintain excellent customer relations with the diverse population of patrons that use the ECF
- Ability to use a scheduling system to effectively manage competing demands for facility use.
- Strong organization skills, including the ability to manage multiple priorities and frequent interruptions.
- Ability to manage large events, with potentially high stress incidents, while under public scrutiny.
- Strong interpersonal skills and the ability to motivate and lead individuals and teams to achieve successful outcomes.
- Patience, determination, and the ability to manage change and pressure successfully.
- Ability and willingness to provide hands-on assistance alongside staff.
- Ability to manage a complex budget and increase revenue through promotion and marketing of the facility as a year-round venue.
- Excellent public relations skills and ability to maintain good media relations.
- Ability to work around animals typically found in a County fair/4-H environment (horses, cattle, pigs, dogs, etc.).

### **Preferred Qualifications**

The right candidate should be highly organized with a proven track record of sales and management in the facility/hospitality industry.

- A degree in Recreation/Tourism, Event Planning, Public Relations, Marketing, Business or other closely related field.
- Direct experience in festival and event production.
- Experience in construction/ renovation projects.
- Experience in facilities maintenance.
- Experience in the development and successful operation of promotion and advertising programs.
- Familiarity with fairs, 4H and FFA programs

This job description/posting describes the general purpose and responsibilities assigned to this job and are not an exhaustive list.

### **Salary and Benefits**

Full-time, salaried position. Competitive salary, bonus package including full benefits.

### **To Apply**

Submit Cover Letter and Resume to [Careers@PlacerTourism.com](mailto:Careers@PlacerTourism.com).