Mission Statement:
Celebration of Orange County’s Communities, Interests, Agriculture and Heritage

The 32nd District Agriculture Association, also known as the OC Fair & Event Center (OCFEC) is, by statute, an institution of the State of California, under jurisdiction of the California Department of Food & Agriculture. The governing authority is a nine-member Board of Directors, each appointed for a four-year term by the Governor of California. The directors serve without pay. The OC Fair & Event Center is located on 150 acres in Costa Mesa, California. With an annual budget of $50 + million, the organization employs 109 full-time civil service employees on a year-round basis. The organization also employs 250 part-time seasonal staff and 1,700 additional part-time staff members at fair time.

The OC Fair is ranked in the top 10 USA fairs and top three in California. In addition to the annual OC Fair, the OC Fair & Event Center hosts more than 150 year-round events.
Position: Chief Business Development Officer

Reports to:
Chief Executive Officer

Direct Reports:
Director, Marketing & Creative Services
Director, Communications & Guest Experience
Director, Exhibits & Education
Director, Entertainment
Director, Event Sales & Services
Tandem Partnerships, Sponsorship & Event Sales Agency

Position Purpose: Serving as a member of the Association’s executive management team, the Chief Business Development Officer provides strategic direction for the organization by working with executive management as well as the Board of Directors to establish long-range goals, strategies, plans and policies. The Chief Business Development Officer creates and fosters a culture that reinforces the Association’s mission statement, core values and strategic priorities.
Essential Functions:

- Participate in creating the vision and strategy for the organization’s Marketing & Creative Services, Communications & Community Relations, Exhibits & Education, Entertainment, Event Sales & Services and Sponsorships as well as ensuring implementation of these visions and strategies
- Develop annual work plans and department goals as well as monitor progress and ensure accountability for achievement
- Provide ethical executive leadership and counsel to Business Development Department Directors; set performance goals and provide timely as well as accurate performance feedback
- Actively lead the financial oversight of the Business Development functions including the annual budget process, monthly variance review and ensuring that the annual budget and financial goals are met
- Establish and monitor proper operational and financial controls to ensure operating efficiency and financial strength
- Initiate development, communication and implementation of effective growth strategies and processes
- Continuously measure and improve operating processes and procedures
- Provide timely, accurate and complete reports to executive management and the Board of Directors on progress toward achieving the goals of the organization
- Create an annual marketing, communication, educational programing, year-round events and entertainment plan in tandem with the organization’s annual budget planning process
  - Provide strategic guidance for the development of new self-produced events, feature exhibits, entertainment and educational programs
  - Provide strategic guidance for development of the Fair’s theme and ensure its execution
  - Ensure the organization maintains a high level of focus on Guest Experience and Community Relations
  - Ensure maximum responsible utilization of the facility year-round
- Support development to ensure continuous growth of employee skills and contributions to the organization
- Identify ongoing opportunities to mentor and grow all areas of management to include Directors and Supervisors. Participate in work group department meetings, provide mentorship to all levels of staff and be visible as well as accessible to management and staff
- Support the efforts of both the Centennial Farm Foundation and Heroes Hall Veterans Foundation
Secondary Functions:

- Serve as an advisor to the CEO on organization-wide policy issues
- Make recommendations to executive management and Board of Directors concerning initiatives and strategies relating to marketing/creative services, communications and community relations, exhibits and education, sponsorship, year-round events, entertainment (both contracted as well as community-based), attraction programming, community liaison efforts, the annual operating budget and contracts
- Lead a collaborative effort to develop the creative strategy for the organization’s self-produced events, Centennial Farm and Heroes Hall
- Ensure all marketing, communications, public relations, educational programs, entertainment and community outreach efforts are consistent with the OCFEC brand, mission statement and core values

Qualifications:

- Bachelor’s degree in business, marketing or related field, or equivalent education and experience
- 10+ years of general management experience, seven years of which must be in a senior managerial capacity
- Proven leadership skills with the ability to inspire and motivate others to achieve
- Background must include a strong emphasis in marketing, communications, public relations, community outreach, year-round events or other creative fields as well as a meaningful understanding of programming relating to education, exhibits, entertainment and attractions
- Excellent written and verbal communication skills
- Strong organization and customer service skills
- Excellent negotiating skills
- Outstanding decision-making abilities using sound judgment
- Understanding the importance of transparency and being a good steward of a valuable community asset
- Working knowledge of MS Office programs including Word, PowerPoint, Excel and Outlook
Leadership Profile:

- An innovator who inspires others at all levels of the organization as well as partners and stakeholders to achieve excellent performance
- Fully understands the organization’s purpose and why it exists
- One who embraces the need for continual evaluation of organizational processes and willingly supports making appropriate process improvement
- A good listener who leads with integrity, by positive example and exhibits fairness as well as respect toward others
- One who instills trust and confidence with others and values the importance of supporting others in their organizational endeavors
- An engaged leader who understands the passion that drives the organization as well as its stakeholders and community
- Excellent public speaking and presentation skills to address groups of all sizes and makeups
- A cross-functional collaborator with excellent people skills who has the ability and capabilities to develop and foster shared vision with all
- Be able to assess and evaluate a situation as well as take appropriate action in order to ensure it supports the mission of the organization
- Values transparency, honesty, openness and inclusiveness
- Willingly seeks out new programs and opportunities that reflect the lifestyle interests of customers to make sure programming is relevant and takes advantage of trends and cultural changes
- One who strives to be better through professional development and encourages others to develop professionally
- Demonstrates the ability to develop and foster a cross-functional work relationship between direct-report departments and other departments within the organization
- A mentor who puts the needs of the team and organization before their own
Special Qualifications:

- Ability to work outside the normal business day/week as demanded by events, programs and the needs of the organization
- Some travel may be required for research, business development, professional development and sales
- Will be required to perform other duties as directed, requested or assigned by the Chief Executive Officer

Compensation and Benefits:

**Salary:** Monthly Salary Range: Career Executive Assignment, Level A - $7,442 - $10,696 per month - plus 20% recruitment and retention differential

**Excellent Benefits Package Including:**

- Public Employees Retirement System (PERS)
- Annual leave
- Health plan
- Dental plan
- Vision plan
- Life insurance
- Holidays
- Deferred compensation plan
- Long-term disability
- Group legal
Application & Selection Process:

The final filing date is Monday, March 16, 2020. To be considered please submit the following:

- Letter of Interest indicating why you believe you should be considered for this opportunity
- Statement of Qualifications indicating how your work experience, education and other relevant life experiences has prepared you for the role of Chief Business Development Officer
- Resume identifying years and months of positions held, responsibilities, number of direct reports, size of staff reporting to direct reports, career professional development and education
- State Employment Application Form (STD 678) See link to State Examination/Employment Application:  [https://jobs.ca.gov/pdf/STD678.pdf](https://jobs.ca.gov/pdf/STD678.pdf)

Candidates selected for the final round of interviews and presentations will be required to submit five (5) personal and five (5) business references. Candidate references will be contacted by Association’s representative to review accomplishments and abilities as well as capabilities of the candidate in order to assess fit for the position and the organization.

The application review process will be held in the strictest of confidence and reference checks will be coordinated through the candidate at the appropriate time.
Application Information:

Forward Application Package To:
Bianca Kulback
Human Resources Director
bkulback@ocfair.com
714.708.1563

Applications will be reviewed, screened and evaluated based on the criteria and information outlined in the Chief Business Development Officer Career Employment Opportunity Announcement to determine the most suitably qualified candidates to be considered for an interview with the 32nd District Agricultural Association. Upon completion of the first round of interviews, the Interview Panel, which includes the Chief Executive Officer, will determine candidates to be invited for a second round of interviews with the Interview Panel. Future rounds of interviews are at the sole discretion of the Association. Finalists will be required to sign a release for the Association or its representative to contact previous employers of the candidate to verify employment information and learn more about the candidate’s job performance. Applicants should be aware that prior to appointment with the Association the Finalist(s) will be required to sign a release for the Association or its representative to conduct a thorough background check and investigation of the Finalist(s) which may consist of a credit check, review of driver history and inquiry into local, state, and federal files to disclose criminal records.

It is the desire and interest of the Chief Executive Officer to select an individual for the Chief Business Development Officer position by May, 2020 in order to assist with a smooth organizational leadership transition.

If you have questions regarding the position or the need for additional information please contact:
Bianca Kulback
Human Resources Director
bkulback@ocfair.com
714.708.1563

DISQUALIFICATION STATEMENT

Applicants who contact or attempt to contact the Association’s Staff and Management or its Board of Directors to influence decision-making will be disqualified as a candidate. Persons representing a candidate who contact or attempt to contact the Association’s Staff and Management or its Board of Directors to influence decision making will result in the candidate being disqualified.