

## **General Manager Paris Agricultural Society**



### **Paris Agricultural Society (P.A.S.)**

The Paris Agricultural Society's mission is to promote and conserve agriculture throughout the County of Brant and surrounding areas through our annual fair and provide facilities to enrich the health and education of the community as a whole.

Our vision is to have a solid volunteer base that provides a fiscally viable, environmentally friendly year-round event facility that will continue to engage, educate and promote agricultural awareness in the community.

The Paris Agricultural Society is a proud member of the following organizations: Ontario Association of Agricultural Societies, Canadian Association of Fairs and Exhibitions, Paris and District Chamber of Commerce, International Association of Fairs and Expositions and is recognized as one of the Top 100 Events by Festivals and Events Ontario.

### **Position Summary**

The **General Manager** is responsible for the overall operation of the Paris Agricultural Society (PAS) and reports directly to the Executive and Board of Directors of the PAS. The General Manager will manage all affairs and activities of the PAS in the accordance with the by-laws, business plan, policies and prodecures and annual operating annual budget established by the Board of Directors. The General Manager will report to Board of Directors and provide leadership to the employees in order to develop the assets of the PAS to their fullest potential.

This position is a salaried position with an annual contract review.

This position offers flexible work arrangements, depending on the time of year.

This positon will require flexibility to provide support for events, attend meetings and availability during the Paris Fair, which will include evenings and weekend.

### **Responsibilities**

Oversee the planning, implementation and evaluation of the PAS events and services, marketing and communication to ensure that all initiatives contribute to the PAS's mission and reflecting the priorities of the Board of Directors.

In collaboration with the Board of Directors, the General Manager will implement our mission, vision and strategic plan to guide the organization. This position will work within a prepared comprehensive budget and secure adequate funding for the operation of the association by identifying funding sources, overseeing the development of fundraising plans and writing funding proposals. Support will be provided to the Board of Directors with comprehensive, regular reports on the revenues and expenditures of the association.

Responsible to represent P.A.S at various activities and events to enhance the association's community profile, with all stakeholders. This successful candidate will cultivate strong working

relationships and collaborative arrangements with community groups and funders, to achieve the goals of the PAS while challenging and leading a small professional staff.

Actively work with the Board of Directors on governance policy issues by providing support and by initiating approved recommendations or actions, ensuring compliance to minimum standards in accordance with all government legislation, regulations and guidelines.

To assist with other special events and fundraisers as assigned and to take the lead where appropriate. **Event Management Hours: 3 weeks prior to the Paris Fair and 2 weeks after the Paris Fair are \*black out\* days**

### **Financial Duties**

- Assist with the development of an annual capital improvement plan.
- Develop an ongoing plan to increase funding from public, government and private sources.
- Work closely with finance committee to develop annual operation budget.
- Complete all annual OAAS requirements

### **Marketing/Media Duties**

- Guide the process of producing the all print and online promotional materials needed for the annual Paris Fair, such as advertising, brochure, maps, tickets, schedules etc and all other marketing materials needed for the promotion of the Paris Fair (print, radio, social media, website and sponsored ads)
- Ensure media coverage for all events, including creation of media releases, scheduling and participating in interviews, developing relationships with local and regional media outlets.
- To develop a marketing plan for annual scheduled events, including the Paris Fair, in order to utilize the grounds and buildings to their fullest.
- Monitor and maintain and manage all social media, website and electronic marketing processes.

### **Responsibilities to the Board of Directios**

- Coordinate the planning of the PAS Annual General meeting including the production of the Annual Report.
- Organize all travel arrangements and registrations for staff and or volunteers for conferences, etc.
- Have signing authority for the Society.
- Attend all monthly Board of Directors Meetings as well as monthly Executive Board of Director meetings.

***The Paris Agricultural Society works as a Team and there may be occasions where you are called upon to assist in an area other than within your job description. It is our expectation that, in the spirit of cooperation, you assist wherever possible.***

## **Qualifications**

The ideal candidate will be proactive, optimistic and have worked in a self-directed and dynamic environment with experience delivering on multiple priorities and will hold the following qualifications:

- Working knowledge and experience in event management.
- Sound knowledge of financial and human resource management
- Demonstrated ability to work with a Board of Directors and staff to implement the Board's vision and objectives
- Experience in successfully implementing strategic priorities.
- Professional, interpersonal skills including written and verbal
- Comfortable and engaging public speaking skills
- Excellent and efficient communication
- Experience in planning and organization of administration duties, event planning
- Marketing and advertising experience (2 years)
- Experience in fundraising is an asset
- Previous success leading in the non-profit sector, is an asset
- An understanding of the economic, social and cultural relations of rural Ontario and experience with fairs, festivals and other public events would be an asset

Interested candidates should submit a resume, cover letter and salary expectations no later than **November 25th, 2022 to [parisfairgrounds@gmail.com](mailto:parisfairgrounds@gmail.com).**