



President and Chief Executive Officer Position Profile

Location: Tyler, Texas

Reports to: The Park of East Texas Board of Directors

The Park of East Texas, located in Tyler, Texas is a 501 (c) 3 corporation. The company manages three different events which are the East Texas State Fair, Academic Rodeo and off-season rentals. The East Texas State Fair is the major fundraiser for the company that requires unique and exceptional organizational skills. The Fair is one of the largest regional events in Texas hosting several highly respected competitions including a junior and open livestock show, arts and crafts, horticulture show, public speaking contest, photography show, Plant ID contest, and landscape competition. The Fair also has an extensive concessionaire lineup, commercial exhibits and a highly respected carnival. All require special contracts. In addition, Ag-Venture is the Fair's commitment to agriculture education. The East Texas State Fair is predicted to have greater than a \$15 million economic impact locally.

The Park of East Texas takes great pride in their scholarship programs. One program is for students at Tyler Junior College. The other is Academic Rodeo scholarships offering students the opportunity to win a scholarship as young as the sixth grade.

Academic Rodeo is a collection of 14 contests for students in Grades K through 12 in all public, private and home school groups. The range of academic opportunities include contests for individuals and teams. A variety of curriculum content is covered in the various competitions. Some focus on a particular grade level while others are open to all grade levels.

The Park of East Texas owns 238.9 acres in west Tyler which will eventually become the new home of a year-round business to include multiple events. It is anticipated the East Texas State Fair will become even stronger in a new home.

Position Summary

The President & CEO primarily reports to the twelve-member Executive Committee and then to a thirty-five-member Board of Directors.

The CEO serves as the principal officer of The Park of East Texas with responsibility for P&L, the evolution and execution of the organization's mission, strategic plan, culture, and fund development. The ideal candidate will be able to combine operations, relationship building, and a vision for growth, while maintaining the organization's culture. The CEO must have exceptional communication skills to foster, mature, and expand the company's diverse internal

and external relationships. The CEO must also be able to hire talent and mentor staff. Most importantly, the new CEO will envision a path for responsible, exponential growth for The Park of East Texas that will impact the mission and serve East Texas.

Key Executive Objectives and Responsibilities

- Serve as principle administrative officer to the board and its key committees. Guide and assist the board in matters of best policies and procedures to execute goals.
- Be the face The Park of East Texas to community, governmental, business, funding, educational, and youth-focused organizations through sound working relationships, cooperative arrangements, public speaking, and web-based marketing. Oversee all educational and outreach initiatives. Participate in relevant convention/tourism activities.
- Raise the visibility of the organization through marketing activities, public relations, fund-raising events and education. Drive the creative process to ensure brand recognition.
- Oversee fundraising planning and implementation, including identifying prospective donor partnerships and organizing large fundraising events. Oversee state and national market opportunity expansion to diversify funding base.
- Have total budget oversight responsibility. Direct financial activities and make decisions based on short- and long-term strategic plans developed in concert with the board. Establish rigorous accountability standards for grant and budget tracking.
- Maintain a work climate that attracts, motivates, and retains a diverse staff of high-quality people. Create staff loyalty and job satisfaction. Ensure job descriptions are developed, annual performance evaluations are completed, and proper human resource written guidelines are in place.

Education Requirements and Work Experience Profile

- Bachelor's degree required; advanced degree preferred.
- At least 15 years of professional experience with successful non-profit similar in nature with budget of more than \$1 million. Minimum five years in a manager leadership role. Open to a private sector leader who has run a business and has board experience for a large non-profit.
- Large event experience with multiple venues, ticket sales, underwriters, and sponsors.
- Experience with site and facility development, including expansion and/or new construction and related regulatory issues.
- Strong day-to-day leader who also has strategic vision and the ability to anticipate external issues; politically savvy and tuned in to community needs.
- Demonstrated ability and willingness to work with board and development staff on crucial fundraising issues; ease in communicating with potential donors at all levels.
- Excellent people management skills to assess, inspire, mentor, and manage staff; ability to work with all levels of volunteers and their diverse backgrounds and ideas.
- Excellent skills in written and verbal communication, presentation, and public speaking required. Ease in communicating effectively with a wide range of audiences.

Essential Personality Traits and Skills

- High energy with a passion for The Park of East Texas mission.
- Integrity above reproach, treating all with respect.
- Empathetic, adaptable, and collaborative personality; superb interpersonal skills.
- Sense of personal ownership and accountability.
- A "big-picture" thinker who also possesses attention to detail.
- Servant-leader attitude.

Position is exempt, full-time. Salary negotiable. Finalists subject to background and credit rating checks. Send cover letter and resume to info@etstatefair.com. For additional information, reach out to the same email address.