



NEBRASKA STATE FAIR POSITION DESCRIPTION AGRICULTURE DIRECTOR

As of January 1, 2020

I. OVERVIEW

This position reports to the Executive Director. The Agriculture Director is responsible for all agricultural operations including livestock and equine competitions, agriculture education programming and collaboration with agriculture education partners. This position works daily with the Executive Director and hosts an Agriculture Committee meeting in conjunction with the monthly Fair Board meeting. The incumbent models the NSF mission and promotes the Agriculture Department as an integrated, collaborative asset for entertainment, education and tradition at NSF.

Each duty listed below makes up at least 20% of the position, and all other functions are included in "OTHER DUTIES AS ASSIGNED." All duties below are essential functions unless otherwise indicated.

A. LIVESTOCK & EQUINE COMPETITIONS

- Oversee all livestock and equine competitions with strategic planning of show selection and cancellation, superintendent selection and renewals, and operations.
- Manage department financials including budgets, cost projections, fixed cost analysis, capital improvements, opportunities for revenue growth, and appropriate stipend increases.
- Provide weekly financial updates to Executive Director of AP and AR; coordinate AP and AR schedules with Competitive Events Manager for payouts/receipts.
- Promote team approach between all species including group assembly, regular e-news communication, and fair and balanced management style for all departments.
- Manage superintendent program for all species: write job descriptions, develop contracts, communicate regularly, host two annual meetings and provide evaluations.
- Assist superintendents with writing show policy and procedures, abiding by the IAFE Code of Showing Ethics, and any registered association or sanctioned show rules.
- Assist superintendents with hiring of judges, including pay assignments, show schedules, and any necessary judge amenities; communicate judge information to Competitive Events Manager.
- Assist superintendents, if needed, with peripheral support hires maintaining strict budget.
- Develop and maintain positive relationships with state of Nebraska departments including but not limited to Agriculture, Veterinary and UNL.
- Hire and schedule veterinarians and assistants necessary to complete animal well-checks upon entry to fairgrounds; stay abreast of infectious disease news, inspections quarantine processes and barriers to entry.
- Staff check-in trailer including coordination of packets, onsite ticket sales, and more.
- Provide managerial support to Competitive Events Manager who orchestrates the Entry Office during Fair.
- Oversee superintendents for 4-H and FFA livestock programs including budget allotments, staffing approvals, coordination with open class competitions, and scheduling.

- Work with Experiential Partnerships Manager for scholarship growth across all species; work with Competitive Events Manager on scholarship database and information/funds disbursement to funds management organization.
- Work cooperatively with Competitive Events Manager on awards budget.
- Hire species photographers as appropriate; provide isolated photography space.
- Work with onsite video production company for daily streaming and show video; seek innovative technologies toward modern show structure and exhibitor messaging.
- Consider and implement potential youth competitions and activities specific to youth exhibitors apart from exhibition, such as livestock and equine judgings, cross-hops between small and large animals, livestock Tinder, youth mixers, and other fun interactions.
- Work with marketing team to broadcast alerts and information on website, promote shows to exhibitors and guests, and other marketing initiatives.
- Provide oversight as needed to Competitive Events Manager for Competitive Entry Books.
- Work with media as per NSF public relations plan including taking live and recorded interviews, editing news releases and prompting news stories for journalists.

B. AGRICULTURE EDUCATION

- Oversee Milking Parlor including superintendent assignment, veterinarian coordination, public communication and advocacy, interaction with guests, milking schedules, assigning barn space (working with other species) and coordinating with dairy superintendent.
- Oversee Birthing Pavilion including veterinarian staffing and housing, new interactive programming, public education, collaboration with cooperating livestock groups, technology such as audio and video including live streaming, and management of animal rights groups.
- Coordinate share programs and other cooperatives with UNL's Raising Nebraska.
- Work closely with Experiential Partnerships Manager on combine rides presented by ride sponsor including equipment move-in, ride schedules and program expansion opportunities.
- Operate interactive ag education program for children 8 and under (e.g. Activity Acres, Petting Zoo) including programming, placement and schedules.
- Manage and implement Nebraska's Largest Classroom, orchestrating school visits from across Nebraska during the Fair; improve curriculum opportunities for teachers, provide materials (print and/or online) early during school year, and organize liaisons to assist with visits during Fair; provide continued learning experience post-Fair for participants.
- Continue sourcing creative and fresh ways to educate the public about agriculture, including onsite camps, farm to table, demonstrations, livestock tours, hands-on activities and more.
- Work with sponsors and Experiential Partnerships Manager to create onsite ambassador program including use of volunteers for visitor tours, demonstrations, sampling, farm family connections, or other opportunities.
- Assist with Crop Of The Year program, assisting Experiential Partnerships Manager with crop selection connected to sponsor(s), program activities and location.
- Consider and potentially implement rural-urban family connections with networking sessions and learning during NSF, followed by farm visits throughout the year.
- Collaborate with NSF staff on ag education schedules for publication and marketing.
- Work with media as per NSF public relations plan including taking live and recorded interviews, editing news releases and prompting news stories for journalists.

C. CAPITAL PLANNING

- Work with Executive Director, Operations, Facilities & Agriculture Committees, and Fonner Park to determine Agriculture Department master plan, incorporated with overall venue master plan including timelines, capital campaign needs, infrastructure challenges, and growth capacities.

- Alert Executive Director to any capital improvements needed, and work with Operations on immediate maintenance needs during Fair; keep log of all capital and maintenance activities, in coordination with Operations Manager.

D. SUPERVISION

- Supervise one full time employee (Competitive Events Manager) and approximately 40 stipend superintendents.
- Hire and supervise Agriculture Logistics manager.
- Hire interns as budgeted, beginning as soon as school semester closes.

II. OTHER DUTIES AS ASSIGNED

This position performs a variety of other duties as assigned by the Executive Director, including special projects, attending meetings and training, and other duties in support of Nebraska State Fair.

III. EDUCATION & EXPERIENCE

A minimum of 15 years of experience in livestock and/or equine exhibition and at least 5 years experience in agriculture advocacy is required. Experience in managing teams over a wide demographic area is necessary. A bachelor’s degree in ag business, animal science, or related field is preferred.

This position requires a strong cross-species understanding of modern show practices and ethics, and knowledge of contemporary agricultural practices including but not limited to production agriculture. The incumbent shall prove a track record of strong character, and leadership experience with a history of positive customer relationships. Incumbent must have knowledge of the Microsoft Office Suite and be able to access email offsite through a mobile device.

This position requires an incumbent to maintain a positive attitude under pressure, speak in a clear and articulate manner, write in quality business style, and apply common sense to carry out instructions, deal with the public, communicate with constituents and other matters of business.

IV. ACCOUNTABILITY

This position is responsible for the entire Agriculture Division and its reputation. All work is covered by established guidelines and the Executive Director is available for guidance.

V. INDEPENDENCE OF ACTION

This position works within established business management practices and Nebraska State Fair guidelines and policies. This is a full-time position and requires the incumbent to perform some duties away from NSF without supervision.

VI. WORK ENVIRONMENT/PHYSICAL DEMANDS

The majority of work is performed in the Nebraska Building, except during Nebraska State Fair which is largely on grounds. The position requires walking, and some lifting. The incumbent shall be required to operate certain vehicles. This position is typically during a standard work week, except during the State Fair. The incumbent will need to be available for evenings and weekends to complete the work, and be required to work long days and long hours prior to and during the State Fair. The incumbent should be prepared to work at least a 14-day consecutive work day period if warranted prior to and during the State Fair.