



CAREER OPPORTUNITY EXECUTIVE DIRECTOR

ABOUT FAIRYTALE TOWN

Located in William Land Park in Sacramento and founded in 1959, Fairytale Town is celebrating its 60th year as one of Sacramento's premier cultural assets, welcoming families from all over the world through its iconic Humpty Dumpty's gate into an enchanted realm. As the region's leading institution for play, family entertainment, and celebration of children's creativity, imagination, and fun, Fairytale Town stands as a meaningful contrast to today's constant consumer advertisement and shock-value entertainment. As a result, 250,000 guests from all over the state, nation, and globe enjoy the park generating \$2.2 million in revenue for the region.

The Fairytale Town Board of Directors is seeking a new leader to grow the park and serve the next generation of children and their families. Beginning in 2016, the park embarked on key signature amenities:

- Adventure Playground, a free afterschool youth development program in South Sacramento.
- Anansi's Web, the park's first new addition in 20 years.
- An ambitious \$6M park expansion that extends the park by a half-acre and includes a new box office and entry plaza, an outdoor classroom area, and a multipurpose "Story Center" that will feature exhibits focused on literacy, and opportunities for cross collaboration in shared spaces.

POSITION PROFILE

The Executive Director (ED) is the chief executive officer of Fairytale Town and responsible for overseeing the administration, fund development, community and organizational leadership, programming, maintenance and strategic planning of the organization. The Board of Directors is looking for the park's next leader who will provide the broad strategic leadership and vision to build on the park's assets and continue enhancing its vitality for the Sacramento region. The ED will be the park's public face to an external audience that includes children and families, donors, civic and business leaders, volunteers, and arts and nonprofit organizations. The next decade of the park's growth will bring great opportunities to iterate and expand Fairytale Town's play portfolio for the region's diverse communities. This exciting period will require a dynamic leader who can bring innovation, thoughtful strategic vision, a respect for diverse communities, and an engaging sense of fun and play to fulfill the park's mission of promoting the imagination, creativity, and education of children for a park that balances itself as both a neighborhood park as well as a regional cultural attraction.

This is a full-time, exempt position. Compensation DOE with medical, dental and life insurance as well as a 401(k) plan.

Job Duties: *Duties may include but are not limited to:*

- **Leadership & Management:** Possesses ethical and exceptional leadership for Fairytale Town in partnership with the Board of Directors and provides leadership, management and guidance for a dedicated staff of 30 to fulfill the organization's mission.
 - Board Governance
 - Responsible for leading the organization in a manner that supports and guides the mission as defined by the Board of Directors.
 - Develop, maintain and support a strong Board of Directors and the Board Committee structure.
 - Responsible for communicating effectively with the Board and providing all information needed for the Board to function properly and make informed decisions.
 - Ability to collaborate with and motivate board members and other volunteers.
 - Organization Mission and Strategic Planning
 - Responsible for the implementation of programs to carry out the organization's mission and for strategic planning to ensure the organization can successfully fulfill its mission in the future.
 - Ability to convey a vision of Fairytale Town's strategic future to staff, board, volunteers, and donors.
 - Responsible for the enhancement of the organization's image by being active and visible in the community and by working closely with other professional, civic and private organizations.
 - Embrace the value of diversity, equity, and inclusion in representing the park and its programming to its multiple audiences of visitors, staff, donors, and partners.
 - Staff Management
 - Lead, coach, develop and retain Fairytale Town's high-performance management team and support staff.
 - Communicate effectively with staff members to ensure the quality implementation of programs and activities.
 - Ability to inspire, attract and empower high caliber volunteers and collaborators.
 - Ability to set a positive atmosphere and foster a multicultural and inclusive workforce in a flexible environment.
 - Liaison with Key Stakeholders
 - Develop/maintain positive relationships with the City of Sacramento, elected and administrative leaders and their staff, and other nonprofit partners.
- **Financial Management and Fund Development:** Provides development strategy to successfully acquire earned and contributed revenue and resources to manage and ensure the financial health of the organization.
 - Responsible for the fiscal integrity of the organization including:
 - Submit a proposed annual budget and monthly financial statements to the board in a timely manner.

- Ensure operating within the approved budget and maximizing resource utilization.
- Ensure the implementation of an annual financial audit of the organization.
- Responsible for all fundraising efforts and donor relations to support the organization.
 - Expand fundraising efforts, including individual donors, grants, sponsorships and in-kind contributions, to support existing programs, capital improvements and operations.
 - Maintain and deepen relations, engagement and interaction with donors.
 - Establish new strategic partnerships with funders and community leaders.
- Oversee other advancement efforts including marketing, event planning, and community relations.
- **Facility & Operations Management:** Ensures that the facility is well-maintained and operated to meet the organization's mission and serve the community.
 - Ensure smooth daily operation of the facility.
 - Ensure proper maintenance of the facility and timely completion of capital improvement projects.
 - Overall management of all staff and contract workers.
 - Review, approve and manage contracts with donors, vendors and others.
 - Communicate regularly with the Board, providing information on the status of key responsibility areas.

Minimum Experience Requirements:

- Demonstrated management, fund development and donor engagement abilities in a non-profit environment.
- Proven leadership, coaching, and relationship management experience.
- Demonstrated experience using creativity and innovation in a professional environment.
- Fiscal and budget management and administrative experience.
- Leadership experience with diverse populations, managing skilled and semi-skilled workers, and establishing and maintaining community relationships.
- Experience with and strong interest in children's programming, education and recreation, with knowledge of innovative play concepts and trends.
- Experience partnering with community organizations, foundations, businesses, schools and school districts.
- Facility in public speaking and management of diverse audiences from donors to elected leaders to the park's neighbors.
- Park facilities management, planning, and design of parks open to the public.
- Highly organized; ability to plan and meet deadlines.
- Strong communication skills.
- Team player mindset.
- A minimum of 5 years of work experience in a similar setting.
- Previous experience as an executive director preferred but not required.

Education / Certifications:

- BA preferred but not required.

Specific Skills and Abilities Desired:

- First aid certified.
- Knowledge of safety practices and cash handling practices.
- Clean DMV record.
- Possession of a valid California driver license and reliable transportation with proof of insurance.
- Ability to lift 15 pounds.
- Able to work around and in close contact with animals daily.

To apply for this position please send a cover letter and resume to: Sherri Adams at sdadams@fairytaletown.org with "Executive Director Search" in the subject line by September 15.

No phone calls accepted.

Fairytale Town is an Equal Opportunity Employer.