

EXECUTIVE DIRECTOR – MASCOT HALL OF FAME

Mascot Hall of Fame

GENERAL DESCRIPTION: The position oversees the City’s Mascot Hall of Fame (MHOF). Reports to the Mayor. **Position Status: Regular, FLSA Status: Exempt.**

NATURE OF WORK: The employee solves a variety of complex problems in the absence of technical guidelines or precedents, composes moderately complex documentation of a routine nature, and discusses detailed information, frequently involving residents/visitors recommendations, problems, or complaints. The employee has daily contact with City personnel, visitors to the facility, donors, vendors and sponsors. The major purposes of the position are to lead strategic planning, operations, marketing, sponsorship sales, donor development and general fundraising. Logistical planning and scheduling are skills extremely valued for this position. Work consists of complex, varied, non-standardized tasks, requiring application of numerous laws, rules, regulations, and procedures. Errors in work may cause inaccuracies in reports, records, or technical data resulting in inaccurate or incomplete information. Lack of planning and/or scheduling may affect the financial health of the operation.

ESSENTIAL JOB FUNCTIONS: Essential functions are fundamental job duties. They do not include marginal tasks, which are also performed but are incidental to the primary functions. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position, nor does every position allocated to the job necessarily perform every duty listed. Personal characteristics required of all employees such as honesty, integrity, and the ability to get along with others, are presumed qualities and may not be listed specifically. The essential job functions identified for this job are:

- Serve as leader for strategic planning, operations, marketing, sponsorship sales, donor development, and general fundraising.
- Develop, execute and achieve projected admissions revenue by developing strategies to ensure success.
- Optimize multiple revenue-producing lines of business and deliver strong financial returns (rentals, meetings, conferences, etc.).
- Direct employees responsible for building marketing, advertising and promotional plans including social and digital media strategy.
- Develop relationships with professional and collegiate teams, leagues and governing bodies to familiarize them with the MHOF.
- Assist in developing interactive displays and exhibits of MHOF and continue to “reinvent” the in-venue experience.
- Collaborate with Raymond Entertainment Group to create and execute future MHOF induction ceremonies and special events.

- Manage the creation of promotions for events.
- Be responsible for procuring new and exciting artifacts for the MHOF.
- Develop and successfully execute the annual business plan.
- Develop annual operational and capital budgets in conjunction with Mayor.
- Maintain knowledge of competitive issues and trends in the hall of fame/museum industry.
- Represent the company as a spokesperson as needed and act as a representative with civic and charitable organizations in the community.
- Analyze MHOF performance, identify problem areas, and initiate appropriate actions to improve and enhance operations.
- Other MHOF-related duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES: The Executive Director is responsible for all aspects and issues related to the Mascot Hall of Fame. Duties include creating yearly event schedules, communicating frequently with current and prospective vendors in regards to bookings, event logistics, contract negotiations and event funds, managing MHOF staff, and collaborating with all City of Whiting staff to ensure success at all events. This position requires the keeping of vendor contracts, invoice requests and follow ups, and monthly communications and/or meetings with the City of Whiting Clerk's Office to ensure adherence to City payment processes. The position requires soliciting donors, members, and sponsors of MHOF related activities.

Equipment: The employee uses and operates a variety of office and computer equipment and related software. The employee uses and operates equipment related to MHOF operation. The employee operates a vehicle.

Critical Skills/Expertise: All employees must possess a knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks. The abilities expected by all employees include being able to respond to supervision, guidance and direction of superiors in a positive, receptive manner and in accordance with City policies; be appropriately groomed and attired so as to present a professional image in accordance with the City mission, goals, and policies; report for work promptly and properly prepared at the time and place required by the assignment or orders; notify the appropriate supervisor of intended absences in accordance with City rules; conform with City standards and rules regarding use of accrued time; demonstrate a polite, helpful, courteous, and professional image when engaged in any activity with the public; operate and care for equipment to manufacturer's specifications and/or within the specified parameters and in accordance with City policies; demonstrate an understanding, consideration, and respect of cultural, religious, and gender differences when interacting with the public and colleagues. Critical skills/expertise identified for this job include:

- Exceptional leadership skills with the ability to lead a successful team.
- Exceptional team building, motivating and mentoring skills.

- Ability to work weekends, holidays and nights as needed.
- Strong organizational skills.
- Ability to direct a work force, to provide support to staff, and to delegate assignments.
- Financial analysis, reporting skills, and mathematical ability with experience in analyzing and managing revenue and labor expenses.
- Proficiency with Microsoft Office software.
- Hands-on budget management skills including preparation, analysis, decision-making and reporting.
- Strong written and oral skills that will help build interest locally, regionally and nationally.

Minimum Qualifications:

- Bachelor’s Degree in Business Management or related field required, or equivalent combination of education and experience required; advanced degree preferred.
- Must possess senior level management/executive experience.
- Minimum of 5 years of successful management, sales and marketing experience in sports, entertainment, hall of fame, museum or not-for-profit operations.
- Proven track record of generating revenue working with foundations, philanthropists, high net worth individuals, and corporate donors is helpful.
- Experience preferred and proven track with generating corporate and admissions revenue for a not-for-profit organization (zoo, hall of fame, museum, etc.) professional sports team (MLB, MiLB, NBA, NHL, etc.) or other sports organizations (i.e. NCAA member teams) is helpful.
- Experience preferred and proven track record in sales, fundraising and development. Knowledge of fundraising strategies and donor relations a plus.
- Must possess and maintain a valid driver’s license and be eligible for motor vehicle insurance coverage under City’s current insurance policy.

SELECTION GUIDELINES: Formal application, rating of education and experience; oral interview and reference check; job related tests might be required. The job description does not constitute an employment agreement between the employer and requirements of the job change. By signing below I am indicating I have read and concur with the above description of my job.

Approved: _____
Employee

Approved: _____
Supervisor

