

# FAIR OAKS

— F A R M S —

**Position Title:** Director of Museum Attractions

**Reports To:** General Manager

**Location:** Fair Oaks, IN

**Company:** Fair Oaks Farms, LLC is a founder led hospitality destination arising from agricultural innovation and curated culinary products. Our offerings include

- Experiential museums, farm tours, concerts, and attractions
- Fine dining, quick serve, and grab n' go restaurants
- Conference center, wedding venue, and hotel
- Fine cheeses, ice cream, butter, and meats
- You pick orchard and produce
- Gas station and convenience store

**Position:** The Attractions Director creates inspirational experiences and memories for families by leading all aspects of our museums, farm tours, and educational programs. The Director is an exciting opportunity to expand FOF's educational impact and sustainability through educational programming, relevant exhibition spaces, and industry partnerships. The Director ensures that all our attractions, exhibits, tours, buses, and staff are show ready each day.

**Responsibilities:**

- **Educational Operations**
  - Organize complex schedules and diverse customer offerings to maximize customer throughput and enjoyment.
  - Create engaging experiences that explain technical innovations in agriculture and sustainability.
  - Develop STEM programs that meet academic standards and inspire careers.
  - Steward performance and expenses to ensure targets are achieved.

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- **Exhibit Planning & Stewardship**
  - Develop and maintain exhibits and experiences that are show quality and on message every day.
  - Lead staffing and technical partners for 100% uptime for all exhibits and technology.
  - Coordinate with sponsors, marketing teams, and vendors to ensure that exhibits achieve industry and sponsorship goals.
- **Insights Led Decision Making**
  - Utilize attendance and customer data to maximize visitor engagement.
  - Assess and interpret KPIs to prepare teams, generate growth, and refine messaging.
- **Team Leadership & Development**
  - Lead and train a broad team of operational staff to deliver exceptional hospitality and education.
  - Work to enhance unique strengths and capitalize on areas of improvement.
  - Live the values of the company and propagate the culture across the team.
  - Train and promote agricultural innovation throughout the FOF workforce.

## Qualifications:

- *Strategic Thinker and Pragmatic Manager with Keen Intellectual Curiosity.* Ability to translate vision and innovation into organized and curated experiences for the public. A continual learner who creates organized systems and teams who enthusiastically share a passion for food production and agriculture.
- *Collaborative Team Leader.* A team leader who develops the individuals supporting the marketing team while collaborating with sales and operating teams to deliver continuously improving customer experiences that exceed customer expectations in a dynamic and fast-moving environment.
- *Exceptional Communication Skills.* Ability to communicate clearly and creatively in both written and spoken form suitable for each environment. Improve the quality of customer interactions and communications across high-priority target audiences, leveraging key insights and action plans. Adept at leveraging public relations and social media influencers to promote the brand.
- *Results Driven Self Starter.* Delivers results with limited guidance.

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## **Experience and Education:**

- Bachelor's degree in Hospitality, Agricultural Economics, or closely related field.
- Minimum 3 years of leadership experience in Attractions, Museums, Resorts, and/or operations management.
- Demonstrated experience in leading broad and diverse teams, developing strategy, managing projects/initiatives timelines.
- Strong financial acumen including experience analyzing and reporting KPIs