

## Exhibits and Education Manager

Experience Division | Exhibits, Attractions & Education | Full-Time, Exempt | Onsite, Puyallup, WA

The Washington State Fair Event Center (WSFEC) is seeking an experienced Exhibits and Education Manager to lead the strategic direction and daily operations of its exhibits, competitions and educational programming. This role oversees more than 40 competition departments and guides the organization's educational offerings across the Traveling Farm, Farm at Sillyville and Fair Educational Tours, connecting participants of all ages to agriculture, history and the Fair's mission.

Reporting to the Chief Experience Officer, this position is well suited to a proven leader with a background in the fair, education or attraction industry who can manage complex programs, develop staff and build lasting partnerships across the organization and the broader community.

### ESSENTIAL JOB DUTIES

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#### *Exhibits and Competitions*

- Leads the development and execution of short-term strategic and operational plans of programmatic departments to ensure relevance and growth in participation.
- Oversee the administration of 40+ Fair programmatic departments, including annual planning, budgeting, hiring and training 48+ Superintendents/Supervisors.
- Oversee the development of animal exhibits and contests within departments to target new participants.
- Oversee the strategic planning and implement programming within the 16 competition departments to maintain consumer relevance, increase innovation and increase participation.
- Implement strategic initiatives and special projects which represent the brand improving the guest experience.

#### *Educational Programs*

- Directs the development, delivery, and evaluation of the organization's educational offerings, including long-term strategy, curriculum design, program implementation, and learning experiences that connect audiences to agriculture, history, and the Fair's mission.
- Administer the educational programs for the Fair, including curriculum, outreach, partnerships and staffing for the Traveling Farm (offsite), Farm at Sillyville, Fair Educational Tours and future activations and exhibits.
- Develop educational support materials, such as pre- & post visit curriculum, online resources, self-guided experiences for school groups and individuals using current educational standards.
- Establish and maintain the outcomes measurement tools, feedback surveys and pre/post –curriculum for the educational programs. And evaluate for further development.
- Establish and maintain successful relationships with statewide participants, partners, educators and volunteers to ensure highest level of customer satisfaction and retention.

#### *General Administration*

- Review department timeline on an on-going basis for planning, budget expenditures and scheduling department tasks.
- Manage, monitor and plan annual department budget
- Facilitate employee recruitment and engagement activations in support of the CXO and organization. Activations include annual job fair, superintendents meeting, Super Host program and superintendents' dinner.
- Supervise and lead the Livestock/Competitions Coordinator, Exhibits Coordinator, part-time assistant, 34 fair-time superintendents, and other seasonal staff as needed.

- Conduct performance reviews, evaluations and provide coaching as appropriate. Manage and mediate any department staffing issues.
- Facilitate assigned cross-departmental work team and participate on the Signature Events team.
- Develop, lead and execute the assigned programs within Holiday Magic, such as Santa's Village, Costume Characters, roaming photographers, retail and signature activations.
- Participate and make presentations at internal and external committee meetings, events, conventions, industry conferences etc.
- Schedule and/or attend department, community meetings and industry related seminars.

## **IDEAL QUALIFICATIONS**

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- Bachelor's degree in education, business administration or a related field preferred.
- 3-5+ years of experience in the fair, education or attraction industry, or an equivalent combination of education and experience.
- Teaching certificate preferred.
- Strong strategic execution, curriculum development and analytical thinking skills.
- A track record of leading and developing teams, with excellent communication and a guest-first mindset.
- Comfort working cross-functionally and a genuine commitment to diversity, equity and inclusion.
- Ability to work evenings, weekends and extended hours during peak event periods, and to lift up to 25 pounds.

## **COMPENSATION & BENEFITS**

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The pay range for this position is \$75,500 to \$105,000/annually based on an assessment of knowledge, skills and experience of the candidate offered. Employees are offered healthcare coverage options which include medical, dental, vision, long term disability insurance and can choose to enroll in the Fair's 403(b) plan. Employees accrue ten vacation days and eight sick leave days a year which can be used once accrued. Additionally, employees enjoy fourteen paid holidays throughout the calendar year.

## **ABOUT THE ORGANIZATION**

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The Washington State Fair Event Center produces five signature events each year - Spring Fair, Taste NW, Washington State Fair, Oktoberfest NW and Holiday Magic - serving more than a million guests annually in Puyallup, Washington. The events center hosts 125+ events throughout the year plus the organization's signature events. The organization is committed to providing high-quality guest experiences, meaningful educational programming and community engagement throughout the year.

## **HOW TO APPLY**

Please email cover letter and resume to [andreat@thefair.com](mailto:andreat@thefair.com). Job posting will remain open until the position is filled.