

Job Description Summary **CASP: Executive Director**

*Position: Full-time, Salary/Exempt (no paid overtime) | Salary: Commensurate with experience
Full Job Description available upon request.*

The Executive Director of the California Soccer Park (CASP), also referred to as "the Park," plays a pivotal role in promoting the sport's value to players, coaches, families, and communities. This position aligns closely with CASP's mission to offer developmental opportunities through youth and team sports to the Redding community. The Director's responsibilities encompass providing strategic leadership and direction to the facility and its staff, as well as overseeing the realization of the Goals and Vision established by the Shasta Regional Soccer Association (SRSA) Board of Directors.

PRIMARY DUTIES AND RESPONSIBILITIES:

GENERAL

The role of the Executive Director in strategic planning and board partnership is pivotal, involving a dynamic collaboration with the Board to craft strategic and operational blueprints that resonate with the Park's foundational mission, core values, and strategic objectives. This critical relationship is underscored by the Executive Director's responsibility to conduct thorough assessments and maintain open channels of communication with the Board, ensuring they are well-informed of any internal and external influences that might impact the Park's direction and success.

In operational management, the Executive Director's oversight extends to the comprehensive management of the Park's operations, encompassing the critical areas of staff management, program development, and facility oversight. This involves a strategic approach to managing a high volume of tasks, where organizing, delegating and prioritizing work for both oneself and others is paramount for operational efficiency. The Executive Director is also responsible for the development and execution of operational procedures within their purview, ensuring these procedures are continuously monitored and evaluated for their effectiveness.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

The position requires a comprehensive range of management skills that include but are not limited to strategic planning, evaluation, directing and motivating staff, and financial governance within a non-profit context. Experience with organizational growth and development is also crucial, demonstrating the ability to increase revenue, expand the budget, and enhance strategic programs and partnerships, including fundraising efforts.

ADVERTISING SALES / SPONSORSHIPS AND CUSTOMER EXPANSION

The Executive Director is tasked with marketing and selling in-park advertising, field and facility naming rights, and sponsorships to meet sales goals annually set by the Board of Directors. Additionally, there's a strong emphasis on increasing and maintaining partnerships with local hotels and businesses, identifying, pursuing, and securing opportunities for grants, sponsorships, and donations to support the Park.

HUMAN RESOURCES / STAFFING

The Executive Director determines the staffing needs necessary for organizational management and program delivery. This encompasses hiring, compensating, and, if necessary, terminating Park staff and consultants within the budgetary constraints and in accordance with established personnel policies. The Executive Director is also responsible for establishing, monitoring, and maintaining a positive, healthy, and safe work environment, in line with all applicable California and Federal laws and regulations.

COMMUNITY RELATIONS

Community relations are a significant aspect of the Executive Director's role, involving effective communication and interaction with the Board, staff, clients, and the broader community to ensure they are informed and engaged with the Park's work. This role is instrumental in advancing the Park's brand in a manner that consistently and positively reflects the Park's mission, goals, programs, and services.

FACILITIES & CONCESSIONS

Ensure that all Park facilities provide a clean, safe environment for visitors. This includes identifying, with input from staff, visitors, and customers, any areas of safety concern within the Park and addressing them promptly. Developing work plans and allocating resources to accomplish established facility goals and projects within the Park are essential tasks that ensure the facilities are maintained to a high standard for all users.

Ensures that Park visitors find appropriate, affordable and freshly prepared food and drink options at the Park's various concessions locations in the Park through direct supervision of Park staff or appropriate outside concessionaire.

MONTHLY REPORTING

The Executive Director is responsible for monthly reporting, in writing, to Board of Directors any items that need to be brought to the attention of the Board of Directors. This might include, but not be restricted to, legal actions, repeated visitor complaints on a single topic, issues with vendors or customers, emerging opportunities, status of ongoing projects, current staffing levels and a projected plan for the upcoming month.

FINANCIAL PROCEDURES AND REPORTING

Develop, monitor, and operate within an established and approved budget, including resource allocation, approving expenditures within set limits, and recommending user fees to the Board of Directors for approval. Working with the Park Bookkeeper, ensure that all reporting and related financial procedures are being completed and timely.

EDUCATION, EXPERIENCE, AND TRAINING:

A preferred candidate for this position would have a Bachelor's Degree in sports management, business, or possess related industry experience. The role requires a minimum of seven years of progressively responsible professional experience, ideally within association management and including supervisory responsibilities, or equivalent. Additionally, the candidate should have knowledge of and experience in the game of soccer.

LICENSES, CERTIFICATIONS AND OTHER REQUIREMENTS:

The Executive Director acts as a Mandatory Reporter (reporting of incidents of child abuse/neglect). The position also requires the possession of, or ability to obtain within 30 days of hire, a valid California driver's license, a valid First Aid/CPR certification, and a valid SafeSport certification.

WORKING CONDITIONS:

The Executive Director position is full-time but demands flexibility, including evening and weekend work aligned with the Park's schedule and priorities in both office and outdoor settings. The role typically operates during daylight hours but necessitates availability after hours to address facility and program needs, meetings, and emergency situations, with regular weekend commitments. The role often requires remaining stationary for prolonged periods, whether sitting or standing. Travel within, around, or beyond the greater Redding area may be necessary.