

CLASS CODE: 531104
PAY GRADE: 17
UNIT: Excluded
FLSA: Exempt

EQUESTRIAN CENTER MANAGER

Distinguishing Features of the Class:

Under general supervision, manages the day to day activities of the Equestrian Center including the stable, arenas, buildings, and surrounding grounds. May oversee concessionaire activities. Typically supervises a working supervisor, semi-skilled/unskilled/seasonal staff and volunteers.

The Equestrian Center operates on a 7 day per week schedule including weekends and holidays.

Illustrative Examples of Duties:

1. Responsible for identifying new and expanding existing programming opportunities; plans/implements a marketing/promotional outreach strategy designed to promote equestrian services/programs and increase revenues; maintains a continuous program to research/pursue new business; may prepare promotional materials/advertisements/brochures; arranges/conducts campaigns and activities for the marketing/promotion of facility use; develops pricing strategy; conducts/analyzes market research.
2. In coordination with the Barn Supervisor and Equestrian Program Specialist plans, schedules, coordinates, and monitors the work of staff and volunteers engaged in the care/maintenance of horses, stables, indoor/outdoor arenas, and surrounding buildings/grounds, riding lessons and other equestrian programs.
3. Supervises/evaluates the work of staff, effectively recommends personnel actions related to selection, performance review, scheduling and discipline: administers personnel and related policies/procedures.
4. Establishes policies/procedures for equestrian operations; leads the development of long range plans/goals for stable operations; offers suggestions to Conservation Director directed at maximizing the efficiency/effectiveness of equestrian operations; assists in developing/securing funding sources. Utilizes cost/benefit analysis methods and techniques to evaluate programs and operations.
5. Provides managerial oversight of the volunteer program; identifies community resources and serves as liaison with area agencies/organizations; may be responsible for monitoring contracted services for program compliance with contracts/regulations.
6. Ensures staff is trained in existing work methods, policies and procedures to ensure conformance with accepted standards. Oversees staff development planning for Equestrian Center personnel.

7. Responsible for the development and management of the operating budget, the maintenance of accurate accounting records such as revenues and billings. Compiles data and prepares fiscal/statistical reports as directed. May collect fees from users of the facilities as required.
8. Schedules/manages booked events, coordinates needs with client , assures contract compliance on the part of the lessee/facility; monitors event activities; represents the facility as the primary sales representative at trade shows, promotional events, and site visits.
9. Performs related duties as required.

Required Knowledge, Skills, and Abilities:

- Knowledge of proper care/grooming of horses.
- Knowledge of appropriate treatment of common horse diseases/injuries.
- Knowledge of horsemanship.
- Knowledge of the principles/practices of stable management.
- Knowledge of the principles/practices of business administration and operation.
- Knowledge of safety procedures, practices and policies relating to the operation of equestrian facilities and programs.
- Knowledge of local, state, federal regulations regarding stable operations including removal of manure.
- Knowledge of the principles/practices of effective supervision.
- Knowledge of the principles/practices of marketing/public relations.
- Knowledge of the principles/practices of equestrian programs and activities.
- Knowledge of the principles/practices of budget preparation/administration.
- Knowledge of the principles/practices of inventory control/supply management.
- Knowledge of cost/benefit analysis methods and techniques.
- Ability to successfully solicit new business/generate revenue for the stables.
- Ability to effectively/efficiently manage equestrian center operations.
- Ability to use courtesy, diplomacy, tact in dealing with the public and in resolving disputes.
- Ability to identify disease/injury common to horses.
- Ability to plan, direct, schedule, evaluate the work of staff.
- Ability to effectively communicate orally and in writing.
- Ability to maintain accurate records/reports of revenues/billings/activities and establish fees for equestrian services.
- Ability to perform cost/benefit analysis and develop sound conclusions.
- Ability to secure/generate funds to support stable operations.
- Ability to work a flexible schedule including evenings, weekends, and holidays.
- Ability to attend trades shows/promotional events throughout the country.
- Ability to obtain and maintain certification in First Aid and CPR.
- Ability to establish/maintain effective working relationships with co-workers, representatives of other organizations, event promoters, agents, advertising agencies, volunteers, and the general public.
- Ability to obtain and maintain a valid driver's license issued by the State of Iowa.

Training and Experience:

- Graduation from an accredited four-year college or university with a degree in business, marketing, animal science or related, and
- Two years experience in the equine industry or
- Five years successful experience managing a private business, or
- Any equivalent combination of training/experience which will have provided the required knowledge, skills, and abilities as listed above.

Special Requirement:

- Pre-employment physical examination is required.
- A criminal background check is required.
- A drug screen may be required prior to final offer of employment.

Adopted: 3/18/03

Revised: 11/4/04

Revised: 5/6/08

Revised: 5/2/13