

Friends of Schumacher Farm, Inc.
Position Description
SFP Administrator

Position Summary

The SFP Administrator reports to the Friend's Board of Directors (Board) and serves as the "face of the park", leading operations, services, programs, and activities for Schumacher Farm Park (Park). This leadership position covers facility management, communications, volunteer/member engagement, community outreach, public relations and marketing, office administration, and facility rentals. The SFP Administrator is the leader of a team of staff and/or contracted employees who together carry out the directives of the Board.

Primary Responsibilities

The primary responsibility of the SFP Administrator is managing Schumacher Farm Park's facilities and daily operations, working under general policies and procedures. The SFP Administrator serves as a liaison between the Board and Dane County Parks as requested by the Board to meet the needs of the Park.

The SFP Administrator's role will include the following:

1. Administrative Activities (60%) -
 - a. Manages administrative activities for the Park: performs guest services, maintains Park databases (e.g., member database, donor database), processes mail, assists with producing reports to membership and annual report to Marcella Schumacher Pendall Trust, and provides requested data and support for Friends' board meetings.
 - b. Coordinates small Park educational programs and community events held throughout the year. SFP Administrator will train volunteers and/or lead programming.
 - c. Serves on major events committees, supporting and leading as directed by the committee chairperson. Attends all major events.
 - d. Supports the Board in the grant application and fundraising process; helps manage grants once secured.

2. Facility Rentals (15%) - Receives Park rental facility inquiries and processes contracts and invoices in a timely manner. Maintains rental calendar and facility support systems. Works with renters and staff to facilitate rental needs.
3. Management (10%) - Holds regular meetings with staff and volunteers to coordinate activities, set priorities, and get things done. Coordinates with staff for facility maintenance schedule.
4. Public Relations, Marketing, and Community Outreach (10%) - In coordination with the Office Administrator, and in keeping the Friend's graphic standards, writes, designs, and produces content for newsletters, website and social media to keep current and prospective members informed of Park activities. Maintains strong relationships with media representatives and key Park and Friends' stakeholders. Serves as a liaison to the Village of Waunakee, Town of Westport and all pertinent Chambers of Commerce.
5. Volunteers (5%) - In coordination with the Office Administrator, plans and organizes the Friends' volunteer program, including current listings and prioritization of volunteer work to be conducted. Organizes and coordinates the recruitment of volunteers and develops training programs. Oversees the tracking of volunteer efforts, maintains a volunteer database and communicates with the Dane County Parks Volunteer Coordinator as it relates to volunteer management. Assists in planning of annual volunteer recognition event. Organizes and leads volunteer work groups.

Qualifications, Training and Experience

Undergraduate degree and/or equivalent experience managing a park or related facility.

Essential Knowledge, Skills and Abilities

- Excellent communication and interpersonal skills.
- Demonstrated ability to work with people; build relationships, lead teams and get things done.
- Excellent computer skills including Microsoft Office (Excel, Word PowerPoint in particular), donor databases such as Little Green Light, Constant Contact, Sign-Up Genius, Google Drive Platform.

- Goal-oriented approach to work - embrace organizational goals, develop action plans, prioritize and implement board-approved plans.
- Strong interpersonal written and oral communication skills and the ability to work effectively with a wide range of constituencies.

Hours and Compensation

This is a part time position, averaging around 20 hours per week over the course of the year. Additional hours, including occasional nights and weekends, may be required, especially during the spring, summer and fall. We offer flexible hours with the understanding that the SFP Administrator works 20 hours per week on-site. Pay is \$22-\$26 per hour, depending on experience.

Physical Demands

Environment: Work is performed primarily in a standard office environment and occasionally may be performed outdoors; incumbent may be exposed to inclement weather conditions, work and/or walk on various types of surfaces including slippery or uneven surfaces; extensive public contact; incumbent may be required to work extended hours, including evenings and weekends.

Physical: Primary functions require moderate physical ability and mobility to work in an office and park setting; to stand or sit for prolonged periods of time, to occasionally stoop, bend, kneel, crouch, reach and twist; to lift, carry, push and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination, including the use of a computer keyboard and mouse; and to verbally communicate to exchange information.

This description is intended to indicate the kinds of tasks and levels of work difficulties that will be required and shall not be construed as declaring what specific duties and responsibilities shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct or control the work of employees under supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.