Position Description

SENIOR DIRECTOR, COMMUNITY RELATIONS

PASADENA TOURNAMENT OF ROSES ASSOCIATION
(Pasadena, CA)

ABOUT PASADENA TOURNAMENT OF ROSES:

The Pasadena Tournament of Roses Association is the non-profit organization that has annually produced the New Year's Day Rose Parade since 1890 and the Rose Bowl since 1902.

What began as a small effort by Pasadena's distinguished Valley Hunt Club to promote the city's charm and beautiful weather, the Tournament of Roses has since become America's New Year Celebration. The Rose Parade, celebrating its 127th year in 2016, greets the world on the first day of the year and salutes the community spirit and love of pageantry that have thrived in Pasadena for more than a century. The 102nd Rose Bowl Game will be held on January 1, 2016 at the Rose Bowl Stadium. Known as the oldest of bowls, the Rose Bowl Game has been home to 19 Heisman Trophy winners, produced 29 national champions, featured 208 consensus All-Americans and honored 113 college football legends by inducting them into the Rose Bowl Hall of Fame.

More than 80,000 hours of combined manpower is supplied by 935 volunteer members of the Tournament of Roses Association. Each volunteer is assigned to one of 31 committees, with responsibilities ranging from selecting parade participants to directing visitors on New Year's Day, to serving food to band members at the end of the parade route, to giving presentations about the Tournament to community groups. These community-spirited men and women give up their evenings, weekends and holidays to ensure the success of the Parade and Game. A small full-time staff provides support and continuity to the volunteer organization.

For more information, please visit www.tournamentofroses.com.

PASADENA TOURNAMENT OF ROSES FOUNDATION:

The separately governed and incorporated Pasadena Tournament of Roses Foundation receives and manages contributions from the Association, its members, friends, and supporters, and the general public. The Foundation annually makes grants to other non-profit organizations in the Pasadena area, funding sports and recreation activities, visual and performing arts, and leadership development projects and programs. These broad categories allow the Foundation to contribute to the civic, cultural and educational advancement of its local communities.

RESPONSIBILITIES & PURPOSE OF THIS POSITION:

This new position of Senior Director, Community Relations will be responsible for the formal conceptualizing, developing and facilitating the implementation of the Association's commitment to community relations and being a valued part of the communities in which the Association operates, whether local or distant. The successful candidate will represent the Association in a wide variety of community events and initiatives and interact with community stakeholders. This leadership position will report to the Association's Executive Director.

The position includes the following representative duties and responsibilities:

- Design and maintain a comprehensive community outreach plan for the Association.
- Integrate and collaborate with all Association interests, i.e. Game, Parade, sponsorships, government and community affairs, marketing, and communications, as to all community relations initiatives.
- Work in conjunction with the Association's public relations staff on communications and key message points relating to community affairs.
- Attend City and other important community events as a representative of the Association and help strengthen the Association's relationship with the community.
- Serve as the liaison with the community relations staffs and efforts undertaken by Tournament of Roses partners and stakeholders such as universities, conferences and the College Football Playoff. Integrate appropriate campaigns and initiatives of stakeholders into the Association.
- Provide an organized, cohesive, long range and thorough focus on promoting the Association's efforts within the community.
- Provide outreach training and updates for Association members and coordinate with member outreach efforts.
- Maintain appropriate and close community relations to facilitate an effective working relationship between all stakeholders in the community and the Association.
- Provide expertise and development of outreach communications.
- Provide forecasting and long-range planning for community relationships.
- Provide guidance, support, coordination, and assistance to the Foundation relating to its philanthropic activities and participate on Foundation initiatives as appropriate.

DESIRED TRAITS AND CHARACTERISTICS:

The ideal candidate will have excellent planning, organizing, and communication skills. He/She will have a collaborative leadership style and the ability to develop and nurture healthy relationships with people across a wide network of constituencies and diverse cultures. Candidates must have the ability to think strategically, synthesize the most complex needs of the constituents and communities where interaction occurs and successfully develop innovative solutions to problems. He/She will be a hands-on, results oriented professional who has the ability to facilitate progressive dialogue. Excellent verbal, written, listening, and executive level presentation skills are essential. The Senior Director, Community Relations will be a team

builder, leader and player who understands the importance of working collaboratively. He/She will establish and maintain open communication with all constituencies, and be able to interact effectively and professionally at all levels. He/She will be a personable, open, communicative, strong, and confident professional. Other traits that will be valued include creativity, vision, charisma, responsiveness, flexibility, loyalty, and patience.

CAREER PATH LEADING TO THIS POSITION:

Ideal candidates will have minimum experience of ten years in providing community relations leadership support to a high profile non-profit agency or, in the alternative, ten years of providing service to the community in the private or public sectors. Candidates should demonstrate a history of dedicated personal commitment to community outreach and service.

EDUCATION:

An undergraduate degree is required, an advanced degree is preferred.

COMPENSATION:

Salary commensurate with qualifications and experience.

TO APPLY:

Please direct inquiries, nominations, and applications, including resume and a letter of interest to:

Jay V. Berger
Morris & Berger
500 North Brand Boulevard, Suite 2150
Glendale, CA 91203
Telephone 818-507-1234 – Fax 818-507-4770
jberger@morrisberger.com

Electronic submission is encouraged

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