



Town of Adams

Job Description

Position Title:	Executive Director, Greylock Glen Outdoor Center	Grade Level:	15
Department:	Greylock Glen	Non-Union:	
Reports to:	Town Administrator	Date Prepared:	September 2023, Updated, June 2025

General Duties

The Greylock Glen Outdoor Center Executive Director is responsible for managing the Outdoor Center facility, supervising center staff, overseeing tenant and vendor relations, and realizing the Center's environmental education programming goals. Coordinates overall activities and offerings across the Greylock Glen resort provided by partnering tenants and operators to maximize the public's experience and enjoyment of the Glen.

Performs a broad range of management and administrative duties, such as compiling data for budget preparations, developing and implementing Center policies and procedures, and compiling and maintaining data for preparation of required reports. Solves problems, including visitor and/or tenant complaints and employee/volunteer performance. Works with the Superintendent of Building & Grounds to address tenant issues, mechanical malfunctions, maintenance requirements, and safety matters. Supervises the purchase of Center inventory, including soft goods, gifts, souvenirs, and sundry items, which are focused on the mission of the Outdoor Center. Oversees events, use of meeting rooms, rentals, and exhibits at the Outdoor Center. Coordinates with the Education Provider to implement programming at the Center for the public. Seeks, obtains, and manages grants, donations, and sponsorships for various programs and exhibits. Presents programs to the public, such as schools and community organizations, representing both the Town and the Outdoor Center. Performs other duties as assigned.

Supervision

Position reports directly to the Town Administrator. Position performs highly responsible tasks of a complex nature, requiring the exercise of considerable judgment and initiative. Position exercises full supervision over Town employees assigned to the Outdoor Center.

Job Environment

The majority of work is performed under typical office conditions; some work is performed in the field under varying conditions. Makes frequent contact with tenants and vendors within the Center, Town departments, state agencies, regional planning and community development agencies, Town boards and commissions, potential community investors, and the public. Makes periodic contact with state/federal elected and appointed officials and representatives of the business community.

Has access to confidential information such as bid proposals and negotiating positions, which, if disclosed, could have fiscal and legal repercussions and result in poor public relations. Assigned responsibilities must be carried out in a manner that reflects commonly accepted professional standards for quality, objectivity, judgment, and organization. Errors in either technical application, recognized planning procedures, or the interpretation of statistical and related data could result in fiscal and legal repercussions, damage to property, delay, confusion, or adverse public relations.

Essential Duties and Responsibilities

General

- Serve as a public representative of the Town of Adams' Greylock Glen Outdoor Center team which may include presentations, public speaking, meeting participation and/or other interactions with state and county officials, agencies, environmental organizations, schools, and landowners to both gather and disseminate information.
- Deepen and refine all aspects of communications, from web presence to external relations. Serve as the representative of the Greylock Glen Outdoor Center to the media and community. Be a visible leader in the community and nurture and expand community partnerships.
- Project a professional impression and maintain a positive, professional image with respect to the Greylock Glen Outdoor Center at all times, both internally and with community partners.
- Promote an organizational culture and structure that fosters cooperation, respectful communication, inclusive leadership, and effective teamwork grounded in collaboration and valuing differing perspectives in decision-making. Foster a culture of trust, excellence, and cooperation among all Outdoor Center staff and vendors.
- Assure that the vision, mission, and values of the Greylock Glen Outdoor Center are consistently carried out with excellence throughout all programs and offerings.
- Develop and administer an annual budget, as approved by the Town Administrator and the Select Board. Monitor all expenditures, approve all bills, and report monthly on financial status. Manage project budgets, reporting requirements, and third-party contracts, following municipal internal grant tracking, contracting, and reporting procedures. Identify and recommend capital improvement projects to the Town Administrator and the Board.
- Identify new fundraising opportunities and outreach strategies to enhance the Outdoor Center's impact in the community, including taking the lead on the establishment of a Greylock Glen Foundation and act as the administrator of said foundation as necessary.
- Implement a capital improvement campaign to undertake development of robust exhibits and other initiatives,
- Research, write and manage grants, mostly to state/federal agencies and/or private foundations.
- Serves as a key member of the Town's leadership team with respect to implementation of future components of the Greylock Glen Resort project.

Tenant Relations

- Partner with the Environmental Education Provider to develop, implement, and assess educational programming at the Glen to fulfill the mission of the Outdoor Center as a major environmental education learning center.
- Work with Outdoor Center tenants to resolve problems, coordinate offerings, and maximize their opportunities to enhance operations and the services/ experiences they provide to visitors.
- Ensure tenant compliance with provisions of their lease agreements; bring concerns to the attention of the Town Administrator and Special Counsel, as needed, to resolve.
- Participate in the solicitation of future tenants for the Greylock Glen property to fully implement the approved Master Plan. Work with those tenants, once selected, to maximize opportunities, coordinate programs and offerings, and resolve any issues or problems to enhance the activities and attractiveness of the Glen property overall.

Facility Rentals

Event rentals will be an important source of ongoing revenue to achieve eventual sustainable operations for the Outdoor Center outside of Town government support. Rental of event spaces both within and adjacent to the Glen Outdoor Center is expected to start out slow, ensuring there is adequate staffing and resource capacity to manage such opportunities successfully and, concurrently, creating the potential for future growth.

- Develop and implement a marketing strategy for Outdoor Center event rentals to expand this potential revenue stream over time and as resources become available.
- Manage and oversee the creation of Rental Agreements, Proposals, Special Event Orders, Function Sheets, and Layouts to assist in Outdoor Center rental opportunities; develop online marketing materials to facilitate the event rental process.
- Respond to requests for information, primarily by email but also by phone and in person; meet with potential clients, making them aware of the advantages of the OC as a special events site while explaining the special considerations necessitated by the location, exhibits, public access, etc.
- Coordinate the use of Outdoor Center spaces and appropriate level of staff resources and support for rentals for a range of private events, including meeting rentals, receptions, corporate parties, weddings, etc. Fully understand capacity limitations so as to assure the events booked meet and exceed client expectations.
- Work with client event planners and the Café operator to coordinate resources, including staffing, to ensure events and rentals are fully supported in all aspects of facility usage.
- Work with the Superintendent of Buildings & Grounds and the Café operator to ensure rental setup is completed in a timely manner.

Physical Requirements

Minimal physical effort required to perform functions under typical office conditions; moderate physical effort required when performing occasional fieldwork.

Recommended Minimum Qualifications

Education and Experience

Master's Degree in business, marketing, public administration, economic development, or related field; a minimum of eight years of progressively responsible experience in project management, planning, and/or business development; or any equivalent combination of education and experience.

Experience in vendor management/performance and negotiation of contracts, including analyzing responses to RFPs and vendor bids to determine best course of action.

Experience to track expenses and work with a budget; experience with development of budget preferred.

Knowledge, Ability and Skill

Knowledge of supervisory practices and techniques. General knowledge of nature, wildlife, and New England landscapes. Knowledge of marketing and promotions strategies. General knowledge of inventory control, purchasing and procurement procedures, grants administration, and customer service. Ability to assign and coordinate work activities and to monitor the performance of subordinates. Ability to select merchandise related to the Outdoor Center's mission and desirable to customers.

Ability to prepare reports and maintain records and files.

Proven project management and/or community development program administration experience; Extensive experience in policy analysis, program development and evaluation, preferably with direct experience in project, personnel, and board management, and the promulgation of or operational procedures and development of contracts and agreements.

Extensive knowledge of local, state, and federal programs, initiatives, and financial resources available to advance the Town's community and economic development objectives for Greylock Glen and to integrate these with Town-wide economic development objectives and programs.

Ability to plan, analyze, and manage multiple, complex issues simultaneously. Strong analytical skills, with specific ability to analyze complex programmatic issues for consistency with state/local standards. Ability to think innovatively to advance effective solutions to encountered problems, whether programmatic or managerial.

Ability to plan and manage an ambitious work program involving the completion of multiple small projects; ability to supervise employees and promote a team environment.

Excellence in organizational management with the ability to coach staff and colleagues, set and achieve strategic objectives, and manage a budget.

Excellent communications skills needed, especially the ability to write effectively. Ability to communicate effectively to groups and individuals, funding agencies, tenants, contractors, developers, businesses, state and local officials, employees and co-workers, and the general public.

Ability to establish harmonious working relationships with tenants, vendors, Town officials, governmental representatives, community groups, and the public; ability to supervise subordinate personnel effectively.

Licenses and Certifications:

Must possess and maintain a valid State driver's license or have the ability to obtain one prior to employment.

Approved by:	<i>JRG</i>
Date approved:	<i>9/26/2023</i>
Reviewed: Updated:	<i>DC & KEW June 2025</i>