

## VCC Executive Director

### Job Description

**Reports to:** Vermont Cheese Council Executive Committee

**Position:** Full time

**To Apply:** Send Resume and 3 References to [vcced.search@gmail.com](mailto:vcced.search@gmail.com)

**Deadline:** October 31<sup>st</sup>, 2013

---

### **DESCRIPTION**

The Executive Director is the chief administrator of the Vermont Cheese Council (VCC) and is responsible for providing strategic leadership, long-term direction, and achieving financial goals set by the Board of Directors. *In addition, the Executive Director has the overall managerial and administrative responsibility for the VCC within Vermont.* The primary function of the Executive Director is to guide and direct the VCC in accordance with the mission of the VCC set by the Executive Committee. The Executive Director has responsibility for fostering a positive culture and work environment.

### **VCC CULTURE**

The Vermont cheese making community is made up of a diverse group of companies. Our cheese making community is composed of businesses ranging from very small independent producers to large cooperative ventures. While there are many distinctions to be made between our production methods and our cheeses, we all benefit from the high value of the 'Vermont' brand. Given the value of this branding to the common interest of the whole community it is essential that the Cheese council members and employees embrace a culture of sharing for the common good. In keeping with the spirit of our bylaws VCC culture must strive to support and 'advance the production and image of premier cheese from Vermont through public and industry education activities'.

### **ESSENTIAL DUTIES & RESPONSIBILITIES**

#### **Relationship with VCC members, VT agricultural groups and national cheese industry**

Develop and maintain strong relationships with VCC members and larger agricultural and cheese community, to ensure that the VCC plays a leadership role in the continued growth of

the artisan cheese movement. Maintaining contact with VCC cheesemakers, and understanding their needs and capabilities, is an essential function. The Executive Director will represent the Vermont cheese community at various functions and meetings in state and out.

### **Relationship with the Executive Committee**

- Responsible for development and implementation of annual planning in collaboration with the Executive Committee, and other staff if necessary
- Serve in an ex-officio capacity on some sub-committees and attend all Executive Committee meetings
- Recommend and advise the Executive Committee on any relevant issues
- Carry out the directions of the Executive Committee
- Report to the Executive Committee on VCC accomplishments and challenges
- Present an annual report to the membership at the Annual Meeting, and keep abreast of monthly financial statements in conjunction with the Treasurer and bookkeeper
- Work with the President (or other members) to develop meeting agendas to ensure needed topics are discussed
- Communicate clearly and professionally with Council members, Executive committee & Finance committee, and other staff

### **Management Functions**

- Responsible for the general management of the VCC, including all communications, website and other media upkeep, member relations and management, educational workshops and programs, administration, finance, public relations, etc., within the framework of the VCC By-Laws
- Complete all reports and filings required by laws governing a not for profit corporation and its operation
- Ensure there is an appropriate and adequate system for the dissemination of information across the VCC membership
- Develop relationships with organizations in the state with complimentary agricultural missions
- Execute work and commitments as authorized by the Executive Committee

### **Communications and Public Relations**

- Communicate with the public and media on behalf of all members
- Oversee the promotional plans and dissemination of materials to promote the VCC
- Respond to all VCC inquiries (phone and e-mail)
- Work with web master and designers to create and update maps, brochures, monthly e-newsletter, website, and other informational resources
- Manage media (VCC photos, slideshow, video)

### **Membership**

- Solicit annual Cheesemaker, Associate, and Friend membership dues

- Maintain up-to-date mailing list (e-newsletter, cheesemaker listserv, Associate member listserv, and cheesemaker contacts)
- Communicate with members re: events, donation requests, intern and employment opportunities, general inquiries
- Maintain up-to-date member website information, including content material and graphics
- Assist in the organization and coordination of VCC member classes
- Manage and record educational scholarship monies

### **Leadership of Staff**

- Recruit, hire, supervise, train and evaluate VCC staff as needed
- Delegate appropriate authority to staff
- Communicate staffing needs to the Executive Committee

### **Fiscal Management**

- Prepare the annual budget for the VCC in collaboration with the Finance Committee
- Ensure the annual budget is implemented to meet VCC financial objectives
- Provide accountability for necessary VCC income, including membership dues, VT Cheesemaker Festival income, and grants/fundraising as needed
- Provide leadership and/or assistance in soliciting sponsorships for Festival revenue
- Ensure there are adequate fiscal controls at all organizational levels
- Ensure an annual audit is conducted
- Assist the Treasurer in providing financial reports and updates to the Executive Committee

### **SUPERVISION RECEIVED**

- The Executive Committee and Board of Directors supervise the performance of the Executive Director and conduct annual performance evaluations.

### **PREFERRED QUALIFICATIONS**

- Professional degree in Non-Profit/Business Management, or related field
- Experience in a managerial or leadership role for a non-profit or food-based organization
- Excellent verbal, written, and inter-personal communication skills
- Experience and competency in public relations, member services, Board communication
- Strong analytical and quantitative skills for program design, budget planning, and monitoring of program results
- Experience managing budgets
- High level proficiency in MS Office applications, QuickBooks knowledge
- Some graphic design and web management capability
- Demonstrated writing ability and previous successful fund raising / grant development experience
- Availability for short-term travel for regional and national food industry events and conferences

## **PHYSICAL, MENTAL AND VISUAL REQUIREMENTS**

Excellent verbal communications skills are required for the amount of time spent talking with Cheese Council members, Committee members and various media requests. Exceptional interpersonal skills are necessary for building and maintaining collaborative relationships that are essential to success. Good vision is required for the time reading a variety of documents and for computer work.

Work requires travel by automobile to communities throughout VT for meetings and program operations. Employees must maintain a valid VT driver's license and manage travel arrangements, including overnight accommodations. Employees are responsible for loading and moving program materials, assorted promotional goods and/or tools into personal vehicles or other vehicles as needed to meet schedule deadlines.

Work schedules fluctuate as needed to meet program management goals and planned schedules.

Some lifting of program and event materials required, generally up to 40 lbs.

U.S. citizenship or a valid U.S. work permit is an absolute requirement.

## **SAFETY**

Work is performed in and at various venues for meetings and events during the year.

Travel by automobile requires attention to safe driving practices, including the wearing of seat belts. VCC employees are expected to follow motor vehicle laws of each state in which they drive for business purposes, including laws prohibiting the use of cell phones while vehicle is being driven.

The employee must be able to perform the duties and responsibilities of the position without posing a direct threat to his or her health and safety or the health and safety of other individuals in the workplace.