



Position Description-Executive Director

Wisconsin Beef Council of Madison, Wisconsin

Wisconsin Beef Council (WBC) staff works independently and as a team to promote beef and beef products with intent of improving beef's competitive position and to stimulate demand for beef. WBC is funded by a \$1 per head checkoff paid by cattle producers on all cattle sold in the State of Wisconsin and operates under the federal Beef Promotion and Research Act and Order.

PURPOSE OF POSITION

The Executive Director is the WBC chief staff officer, and reports to the Board of Directors (Board) and elected executive officers. The Executive Director will assist the officers and directors in their duties; recommend and participate in the formation and implementation of WBC policies; employ and provide staff oversight and manage the WBC in an efficient manner in accordance with the law, policies, marketing plan and budget.

SUPERVISORY RESPONSIBILITIES

- Manage employees in accordance with WBC's policies and applicable laws.
- Recruit, hire, and train employees; planning, assigning, and directing work.
- Appraise performance; reward and discipline employees; address complaints and resolve problems.
- Create a strong WBC team and continually lead them toward accomplishing WBC's marketing plan and goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following duties are normal for this position. These are not to be construed as exclusive or all inclusive. Other duties and program responsibilities will be required and or assigned.

- Plans, coordinates, and manage the daily operation of the organization through the organization's staff.
- Monitors, with oversight from the Board, and with direction to office staff, the beef checkoff collection system for Wisconsin, including development of collection procedures consistent with the Beef Promotion and Research Act and Order.
- Oversees the adequacy and soundness of the organization's financial structure.
- Oversees the coordination, monitoring and compliance of the state programs with national programs.
- Coordinates and directs staff in implementing all advertising, promotion, education and research activities of the WBC
- Develop, implement, and evaluate goals, objectives, policies and procedures as approved by the Board.
- Develop the annual budget and marketing plan with input from staff and Board.

- Establishes and maintains an effective communication throughout the organization and with industry partners.
- Represents the WBC with various beef, agriculture industry and consumer audiences, as well as trade and consumer media.
- Maintain contact and effective working relationships with other state beef councils, state and national beef industry organizations (ex: Wisconsin Cattlemen's Association, veal groups and Wisconsin's dairy groups, etc)

QUALIFICATIONS

- A BA or a BS degree from an accredited college or university or equivalent years of experience
- Successful experience in a leadership position involving supervision of employees and budget responsibility (planning, execution, management)
- Experience in some facet of the cattle/beef/dairy/food industry
- Ability to deal with a wide range of people in a positive manner
- Prior experience in partnering with a board of directors preferred
- Combination of education and experience deemed equivalent to above qualifications by the Board

The Wisconsin Beef Council is an Equal Opportunity Employer and complies with all employment laws and regulations

TO APPLY

Email resume, cover letter, salary history and a list of reference with contact information to wisconsinbeefcouncilboard@gmail.com

Or hardcopy can be sent to

Arin Crooks
7396 State Road 35 & 81
Lancaster, WI 53813-9725
608-723-2580 (office phone)
608-723-2607 (fax)

APPLICATION DEADLINE: Individuals may apply by emailing wisconsinbeefcouncilboard@gmail.com. Reviews of applications will begin on March 1, 2018. Position will remain open until a suitable candidate is found or the search is closed.

FOR MORE INFORMATION ABOUT THE JOB DUTIES

Arin Crooks, President, WI Beef Council, beefguy75@yahoo.com, 608-516-5965
Val Gaffney, President Elect, WI Beef Council, gfc@mhctc.net, 608-924-1029
Matthew Bayer, Past President, WI Beef Council, matt@coutryfreshmeats.com