

POSITION ANNOUNCEMENT

EXECUTIVE DIRECTOR – VIRGINIA BEEF COUNCIL

The Virginia Beef Council serves the Commonwealth's 20,000+ beef and dairy producers through administration and oversight of the national Beef Checkoff program. Applicants are now being sought for the position of Executive Director to provide leadership and management of current Checkoff related activities for value added promotion of beef. Based in Daleville, VA the Executive Director is assisted in management of the Council by a 13-member peer elected Board of Directors and oversee collections averaging \$750,000 annually.

Interested applicants should:

- Review the Executive Director job description that follows
- Provide the following by email to vabeef@vabeef.org
 - Resume of work experience
 - Statement of candidate interest
 - Completed candidate questionnaire at the end of this packet

Review of materials provided by interested candidates will be performed by the Virginia Beef Council Executive Committee. All materials should be submitted no later than close of business on Friday, August 23, 2019. Questions related to the Executive Director position and position announcement may be directed to,

Jason Carter, Interim Executive Director, 540-292-7688 or jcarter@vacattlemen.org

Hank Maxey, Council Chairman, maxeyfarms@gmail.com

Executive Director of the Virginia Beef Council

The Executive Director serves as chief staff and manager of the Virginia Beef Council responsibilities to the Checkoff administration and reports to the Board of Directors. Current priorities of Executive Director on behalf of the Virginia Beef Council are as follows:

- ❖ Assess status of Beef Quality Assurance certification of producers participating in the Virginia Quality Assured feeder cattle marketing program
- ❖ Develop plan for auditing compliance of Checkoff payment remittance among eligible Virginia beef producers, dealers and marketers
- ❖ Determine utility of current Virginia Beef Council marketing plan and recommendations for updating as well as future incorporation of staff/contractors to efficiently carry forward plan goals

Responsibilities of the Executive Director are as follows:

1. Administration of the Beef Checkoff Program
 - Provide oversight of collection and stakeholder compliance of the national Beef Checkoff
 - Assist in development of Council annual marketing plan of priorities for Checkoff promotional activities for the benefit of beef producers, consumers and channel influencers
 - Monitor procedures associated with collection and administration of Checkoff funds for efficiency and effectiveness as required by Qualified State Beef Councils recommended policies and procedures
 - Maintain fiduciary responsibility of National and Virginia portions of Checkoff collections
 - Work with Cattlemen's Beef Board, Federation of State Beef Councils, other state Beef Councils and organizations as appropriate to effectively coordinate beef promotion
2. Staff & Contract Management
 - Provide management to staff through effective leadership, communication and supervision of Checkoff related tasks and Board priorities
 - Work closely with Bookkeeper to assure monthly Checkoff collections and remittance to Cattlemen's Beef Board are timely and accurate
 - Maintain contact and oversight of contractors to assure compliance and reporting obligations are met and with expectations for use of Checkoff funds
 - Maintain expectations of Memorandum of Understanding between Virginia Beef Council and United States Department of Agriculture – Agriculture Marketing Service
 - Monitor utility of Memorandum of Agreement with Virginia Cattlemen's Association, Northeast Beef Promotion Initiative and Cattlemen's Beef Board
3. Board Oversight
 - Assist Executive Committee in preparation of annual budget and updating as necessary
 - Recommend programs and promotional activities in keeping with the expectations of the Beef Checkoff and beneficial to Virginia beef demand building as well as producer satisfaction
 - Assist Executive Committee in scheduling, agenda development and coordination of annual Board meeting and additional meetings as allowed through the Council Bylaws
 - Assure accurate minutes of Council Board meetings are available
 - Keep Council Directors updated of staff activities and national program programs
 - Other tasks as assigned
4. Industry Outreach
 - Maintain effective working relationships with other beef and agriculture stakeholder groups to implement positive beef image and appropriate Checkoff supported promotion

- Represent Virginia Beef Council at various beef and agriculture industry related events throughout the Commonwealth of Virginia and nationally
- Actively seek partnership opportunities among beef producers, public/private agriculture organizations, consumer advocacy groups, medical/nutrition associations, educational institutions, government agencies, wholesale/retail entities, marketing entities and other individuals or parties positively promoting the demand for beef and beef products

5. Stakeholder Communication

- Develop monthly updates of national and Virginia Checkoff activities for publication in Virginia Cattlemen's Association member publication as well as presentations on demand for other forms of media including web, audio/video and print
- Seek industry feedback opportunities for evaluation of Virginia Beef Council awareness and promotional ideas
- Develop and make available annual report of Virginia Beef Council activities for each fiscal year beginning October 1 and ending September 30 of the following calendar year

6. Other Responsibilities

- Respond to questions and communications related to Checkoff program concerns and activities
- Prepare and deliver presentations related to Beef Checkoff as requested to various industry, civic, public and private groups as requested
- Develop positive working relationships with various media outlets throughout the state and region

Minimum Qualifications

Education & Experience:

1. B.S. degree from an accredited college or university in an area relevant to the position such as Agriculture, Animal Science, Agriculture Education, Food Marketing, Communications, Meat Science, Business or Leadership.
2. Experience in some facet of the cattle industry.
3. Successful experience in a leadership position involving the supervision of employees and responsibility for budget development and management.
4. Previous work experience with a board of directors or external stakeholders is helpful.
5. Combination of education and experience deemed equivalent to above qualifications by the Board of Directors.

Skills, Knowledge, and Abilities:

1. Understanding of people, politics, and organizations involved in the Virginia cattle industry.
2. Ability to deal with a wide range of people in a manner that is positive and productive.
3. Ability to communicate clearly and effectively both verbally and written.
4. Ability to effectively supervise people, operations, and budgets.
5. Public relations skills.
6. Proficiency in computer usage and applications, including use of the internet and social media.

Physical Requirements:

1. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
2. The employee will be required to conduct in-state and out-state travel to attend tradeshow, conferences and meetings.

Virginia Beef Council – Executive Director Candidate Questionnaire

Please review these questions and provide responses representing your thoughts relating to these Council priorities.

- Producers are the backbone of the Beef Checkoff, yet the primary audiences of Checkoff supported programs often are consumers and other purchasers of beef in order to fulfill the primary mission of the Checkoff – to build demand for beef. Over time Checkoff messaging has evolved to platforms that aren't necessarily obvious to producers or provide further education that can be applied on the farm. How can state beef councils share the successes of the Checkoff with producers and also share a return on their investment in tangible programs that engage these producers?
- The Virginia Beef Council Marketing Plan serves as general guidance for programs and initiatives the Council may sponsor or support and is updated annually based on needs or priorities determined by the Council board/staff. Please review the Plan found on the Council website and offer insights on what you feel are the three (3) highest priority areas and why?
- All state beef councils have responsibility to administer the business of the Checkoff according to Cattlemen's Beef Board and USDA approved guidelines to assure fiduciary responsibility and expectations of the Beef Act & Order are met. These administrative activities include Checkoff collections, accounting, producer communications/board support, Checkoff priority program development/execution/contract management and other duties related to industry partner or media communications. State beef council budgets tend to be limiting for staffing in addition to providing programming. How do you envision the ideal staffing and corresponding responsibilities of the future Virginia Beef Council?