

## Executive Director: California Cattle Council

The California Cattle Council seeks qualified candidates to compete for the position of Executive Director.

Established in 2019, the California Cattle Council will serve the interests of California ranchers and dairy producers through programs focused on promotion, education, and research. The Council operates under the direct oversight of the State of California, Department of Food and Agriculture (CDFA) and is funded through a mandatory one-dollar assessment on cattle sold in the state of California. All actions taken by the Council are subject to the approval of CDFA.

The Council is governed by an appointed Board of 22 members and alternates. The organization operates with an anticipated annual budget of \$3 million. The Council recently held its first Board meeting and is in the process of formulating its administrative foundation. As such, assessments collections have not yet begun.

### Executive Director Overview

The Executive Director builds and maintains strong relationships with both internal and external stakeholders and others that impact the cattle industry. This position is responsible for the successful day-to-day management, growth and sustainability of the council, leading research, education and promotion strategies that strengthen the industry's position.

Provides leadership for implementation of Council's priorities and programs. Responsible for the overall development and implementation of annual budgets as approved by Executive Committee and Board of Directors. Works with Board of Directors to develop and implement Council's Strategic Plan.

The position reports directly to the Executive Committee and Board. In addition, there will be regular collaboration with contracted professionals, agencies, organizations and the public. Employment of the Executive Director is subject to the annual review and approval of the Council's Board of Directors and CDFA.

### Ideal Candidate Profile

- Bachelor's degree required.
- Minimum of 5 years of directly related experience with expertise in agricultural research, promotion and advocacy or related field. Extensive experience working effectively and collaboratively with diverse stakeholders.
- Possesses sterling integrity in approach to decision-making and managing finances.
- Naturally connects and builds strong relationships with others, demonstrating strong emotional intelligence and an ability to communicate clearly, persuasively, and diplomatically. Advanced verbal, written and presentation abilities.
- Fluent in the use of all types of media outlets, including social media, to communicate messages to a diverse audience.
- Excellent research skills.

## Qualifications

- The Executive Director will be thoroughly committed to Council's mission. All candidates should have proven leadership experience.
- Specific requirements include but are not limited to:
- An enthusiastic self-starter with a results-oriented mentality
- Ability to envision and articulate new opportunities for the Council and industry
- Unwavering commitment to quality programs and data-driven program evaluation.
- Action-oriented, entrepreneurial, adaptable, and innovative approach to planning.
- Past success working with a board of directors with the ability to cultivate existing board member relationships
- Public relations, and outreach experience with the ability to engage a wide range of stakeholders
- Skilled at consensus building
- Desire and ability to build strong coalitions among Council and external organizations
- Experience with associations/marketing orders/commissions is highly desirable.
- Flexibility and willingness to travel on a regular basis
- Ability to speak publicly and act as liaison between the Council and media outlets
- Experience with social media and willingness to cultivate and manage a positive online presence for the cattle industry.

## Duties & Responsibilities

### Strategic Leadership

Establishes relationships with producers and other important stakeholders and keeps informed of their input and concerns while providing them with vision and critical information needed to implement programs and policies

Fosters a positive and productive relationship between Council and agricultural industry, key non-agricultural industry stakeholders and consumers and media

Serve as a thought leader and influencer on cattle issues.

Utilize strategic thinking to build programmatic excellence, rigorous program evaluation, and consistent quality of finance and administration, communications, and systems; recommend timelines and resources needed to achieve the strategic goals.

### Program Management

- Execute all Board/Committee and CDFA approved policies and requirements.
- Plan, implement, monitor and evaluate all programs and activities of the Cattle Council to ensure objectives are achieved. Oversee design, delivery and quality of programs and services.

- Guide the selection of talented consultants and agency partners for program implementation to ensure the highest quality service and maximum return on investment. Negotiate and administer professional service agreements with firms specializing in research, consumer advertising, public relations, on-line marketing and other services; oversee the work of all consultants and contractors.
- Establish key performance indicators and develop the necessary metrics to measure the effectiveness of marketing and research programs conducted in-house and any work performed by outsourced agencies.
- Provide useful reports on program accomplishments, industry data, and informative content to the Board of Directors and industry at-large.

### Financial Management

- Establish and manage an annual budget(s); submit budget documentation for approval by the Executive Committee and Board of Directors, with approval by CDFR.
- Coordinate annual financial audit and the implementation of relevant financial controls and procedures.
- Implement and maintain a program for monitoring compliance with assessment payments and statistical reports.
- Provide timely and appropriate financial reports to the Executive Committee and Board of Directors.
- Assures that all approved contractual agreements between the Council and outside persons or agencies are legally and financially sound and that satisfactory performance of the services specified is achieved

### Industry Leadership

- Represent Council before government, trade, coalition and university-related organizations.
- Manage the Council issues management and crisis communications plan while also serving as initial contact for media requests and interviews.
- Supervise and prepare industry communications.
- Ensure that members are educated regarding pending and enacted regulations that affect cattle operations and provide support to members with problems related to rules, interpretations and regulatory changes.
- Maintain effective and trustworthy relationships with all relevant state, national and related industry organizations.

### Personal Characteristics:

- Ironclad integrity; honest and trustworthy, uses discretion regarding confidential issues.
- A strong leader with the ability to both create and implement a vision.

- Exceptional in strategic thinking, able to apply principles of logic to a wide range of complex intellectual and practical problems and develop creative, timely solutions.
- Highly adaptable; able to wear multiple hats and thrive in a constantly changing environment.
- Strong interpersonal skills; approachable, a great listener able to relate equally well with all levels of an organization and with diverse groups.
- Strong work ethic; demonstrates reliability, initiative, efficiency and endurance.
- Consensus builder; strong yet diplomatic personality to unite, inspire and engage disparate groups to work together for a common goal.
- Team builder; creates focused, results-driven teams; able to inspire and motivate others by exhibiting a passionate desire to succeed.

### Compensation

In addition to competitive compensation and paid time off program we offer medical, dental, vision, long term disability and life insurance plans. We also offer a 401(k) plan with employer matching. Salary is commensurate with experience. Anticipated range of \$90,000-\$140,000.

### How to Apply

Submit cover letter, resume and references to Dave Daley at [ddaley@csuchico.edu](mailto:ddaley@csuchico.edu) by September 3, 2019. Application review will begin on September 4th; applications will continue to be received until the position is filled.

For additional information regarding the California Cattle Council Executive Director search process, please contact Ben Kardokus with the CDFA Marketing Branch at 916-900-5182.