

# REAL OREGON

Resource Education & Agricultural Leadership Program

## **Executive Director of the Resource Education and Agricultural Leadership Program for Oregon (REAL-Oregon)**

REAL-Oregon is a new professional development program for natural resource and agricultural professionals. This progressive program will begin in 2017. The Board of Directors seeks an executive director to help implement this dynamic program. It is currently being structured under the 501c3 of the Oregon Agricultural Education Foundation. This position will close to proposals October 28, 2016.

### **Job Summary**

The Executive Director for REAL-Oregon is hired by and accountable to the Board of Directors. The Director is the primary liaison to the Board, is responsible to identify and make recommendations to the Board, and has overall responsibility for effective ongoing operational, financial and human resource management. The position is responsible, in collaboration with the Board of Directors, to champion the growth, development and financial sustainability of REAL-Oregon as an organization.

### **Specific Responsibilities**

The Director's functional responsibilities include, but are not limited to, the following areas:

#### **Governance, Organizational Development and Effectiveness:**

Identify, implement and manage current and new functional responsibilities that the Board determines are necessary to the successful achievement of the REAL-Oregon mission.

- Effectively support the Board of Directors in achieving REAL-Oregon goals and objectives. Make recommendations to the Board on organizational matters as appropriate.
- Assist the Board in developing and maintaining an effective governance structure and policies; provide the Board with timely and pertinent information needed to ensure effective governance.
- Provide Committees of the Board with timely and pertinent information and support needed to ensure effective committee operation.
- Inspire and maintain the support and confidence of REAL-Oregon's stakeholders through consensus and coalition building efforts.
- Drive the organization's strategic development process on behalf of the Board. Prepare strategic and tactical plans for approval by the Board and implement to achieve established goals.
- Develop implementation strategies in support of Board directions and Board-approved policies.

#### **Product Development, Delivery and Evaluation:**

- Ensure effective management of educational, rural policy, and stakeholder engagement programming.

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- Key responsibilities: establishing budgets and business plans, monitoring performance against plan, and implementing corrective action as needed to achieve plans; review and approval of product and service offerings, their design, marketing and advertising, and oversight of program and service delivery and evaluation.
- Ensure effective management and staging of special events, conferences, tours, seminars, and related programming activities; evaluate event performance against plan and take corrective action as needed to achieve plan.

## **Finance and Fundraising**

- Identify, manage and implement fundraising and revenue strategies, goals and activities for both operational and endowment funds to sustain REAL-Oregon and its products and services. Work with the REAL-Oregon Board, business development staff, and volunteers to develop innovative funding models and entrepreneurial approaches for REAL-Oregon's financial sustainability.
- In collaboration with the Board, oversee financial, accounting, and banking matters, including: monthly financial statements and variance analysis; investment management in accordance with Board policy; and preparation of annual budgets and audited financial statements.
- Manage Board initiatives and policies directed at obtaining investments in endowment funds and other investment vehicles.
- Identify granting agencies that offer funding assistance, and oversee preparation of grant applications, maintenance of records of grant applications, fulfillment of the reporting requirements of successful applications, and management of the projects for which funds are obtained.
- Negotiate and oversee the management of leases and other contractual arrangements that REAL-Oregon undertakes.

## **Public Relations, Marketing and Business Development:**

- Act as spokesperson for REAL-Oregon on matters directed to the media and public. Ensure the ongoing maintenance of an electronic media mailing list, direct preparation and issue of media releases with Board approval, and respond to media inquiries.
- Steward relationships with established funders and partners; forge links to initiate new funders and partnerships that can contribute to the organization's mission and mandate.
- Oversee the development and implementation of a strategic marketing and communications strategy that gives voice to rural issues, trends and opportunities and profiles REAL-Oregon and its products and services to members, stakeholders, funders and to the rural and agri-food sectors at large.
- Using market research and partnerships, create and implement a business model which generates revenue. Identify marketing opportunities and place marketing materials that promote the REAL-Oregon brand.
- Represent REAL-Oregon and the Board of Directors at functions within REAL-Oregon's stakeholder domain to entrench brand recognition and value.

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- Maintain and enhance REAL-Oregon stakeholder relations, including program participants and graduates, donors, sponsors, partners and other relevant stakeholders.
- Develop and maintain rapport with program participants and graduates to encourage mutual support and foster their continuing personal growth and development.
- Ensure ongoing maintenance and enhancement of the REAL-Oregon website as an effective marketing and advertising tool; oversee work performed by outsourced suppliers; provide meaningful content, monitor traffic, and evaluate new technologies.

## **Staff Management and Administration:**

- As this program grows, it may be necessary to hire, effectively direct, and support REAL-Oregon full- and/or part-time staff, contractors, and volunteers, as required.

## **Qualifications:**

- Post-secondary education, ideally in business or agribusiness management
- Proven leadership skills and senior management abilities; 5 or more years of administrative management experience, including staff management experience
- Exposure to Board operations and governance requirements
- Knowledge of issues and forces shaping Oregon's natural resource and agriculture sectors
- Established contact network within Oregon's natural resource and agriculture sectors
- Knowledge and experience in leadership development and adult education
- Financial planning and administrative management oversight experience
- Demonstrated effectiveness in strengthening an organization's financial position
- Well-developed verbal and written communications skills
- Government and media relations experience
- Public speaking and advocacy skills and experience
- Excellent interpersonal, motivational, networking and relationship building skills
- Strong organizational skills
- Proficiency with word processing and database software and with Internet and email applications
- Valid Oregon driver's license and insured vehicle

## **Specifications:**

- An effective leader and motivator of people who leads by example
- Has a collegial, team-oriented approach
- More outcomes-oriented than time-oriented (will go the extra mile, not a 9-5 person)
- Energetic, enthusiastic, with a positive attitude
- Has a passion for the natural resources and agriculture
- Cognitive capacity and emotional intelligence to manage a range of complex issues, initiatives and situations
- A creative, entrepreneurial approach

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- Self-directed and highly self-motivated
- Able to work independently and as part of a group
- Politically savvy, an articulate communicator and public speaker
- Able to work some evenings and weekends as required for REAL-Oregon events
- Local, regional and some national travel may be required

## **A Successful Proposal will Include the Following:**

- Résumé
- A list of current groups/associations represented
- Anticipated cost of representation
- If an association management group, a list of the deliverables

For more information, visit [www.realoregon.net](http://www.realoregon.net), email or call Bill Buhrig [william.buhrig@oregonstate.edu](mailto:william.buhrig@oregonstate.edu) 541-881-1417.

Please submit your proposals to [william.buhrig@oregonstate.edu](mailto:william.buhrig@oregonstate.edu) by October 28, 2016.