

Position Description
EXECUTIVE DIRECTOR
Oregon Wine Board, Oregon Winegrowers Association, and
Trust for Oregon Wine Education and Research

Definitions:

OWB: Oregon Wine Board, a semi-independent State agency funded by grape and other taxes, supplemented by grants, and run by a nine-member Board of Directors

OWA: Oregon Winegrowers Association, a 501(c)(3) funded by industry member dues and sharing its Board with TOWER. The OWA is the advocacy center.

TOWER: Trust for Oregon Wine Education and Research, a 501 (c)(3) charitable organization funded by grants and donations, responsible for education and research

The Executive Director's role:

The Executive Director of the OWB and its affiliated groups (OWA, TOWER) is an employee of the State of Oregon, reporting solely to a nine-member industry board appointed by the Governor of Oregon. In turn, there is an eight-member staff that reports to the ED.

The ideal candidate will have demonstrated accomplishment as a superb administrator, with practical experience in fields such as marketing, branding, promotion, public relations, public policy, grants administration, or other areas.

The Executive Director's responsibilities include:

- Playing a leadership role in the Oregon wine industry's marketing, research, and advocacy efforts
- Developing annual strategic plans and budgets for the OWB, OWA and TOWER, for approval by their Boards and relevant state agencies
- Administering the effective implementation of said plans and budgets, making full use of staff and industry representatives
- Maintaining active and continuous communication with the Board, as well as planning Board meetings, Board retreats, committee meetings, and other key activities
- Maintaining active and continuous communication with the industry, to build consensus and cooperation
- Managing staff, including development and review of staff
- Writing grant proposals

Required:

- Previous successful leadership role at a managerial level in a trade association or related business with similar strategic planning, budget, and human resource responsibilities.
- Experience in creating and carrying out programs supporting an organization's mission, familiarity with all aspects of general management, understanding of how to work within State government as well as the dynamics of a volunteer/membership organization, and the skills to leverage the support of an industry.
- Broad understanding of, and a passionate interest in, wine and the American wine industry.
- Demonstrated communication skills

- An undergraduate degree or higher and a minimum of 10 years of work experience in related businesses or organizations.

Preferred:

- Previous wine industry experience, especially in marketing or promotion, as well as knowledge of winemaking and viticulture practices.
- Previous experience with advocacy and public policy at the local, state and/or national levels.

Compensation:

The Executive Director's salary, bonus, and benefits package is negotiable.

Application

Letters of application material, *curricula vitae*, and reference lists may be submitted in confidence to search@crawfordbeck.com.