Association of Specialty Cut Flower Growers
Job Description

Position Title: Executive Director
Reports To: ASCFG Board
FLSA Status: Exempt
Last Updated: June 17, 2023

Position Summary
The Executive Director is the key management leader of the Association of Specialty Cut Flower Growers (ASCFG). The Executive Director oversees the strategic and operational efficiency of the ASCFG’s programs, policies, and staff, ensuring the organization operates in alignment with its vision, mission, and values. Key responsibilities include board governance, financial oversight, mission and strategy, organization operations, and communications and external relations. The position reports directly to the Board of Directors.

Duties and Responsibilities
This list is intended to represent job-related duties and should not be viewed as exhaustive.

Board Governance - Works closely with the Board of Directors and committees, informing, assessing, and addressing issues that affect the organization.

• Responsible for leading the ASCFG in a manner that supports and guides the organization’s mission as defined by the Board of Directors.
• Responsible for communicating effectively with the Board and providing, in a timely and accurate manner, all information necessary for the Board to function properly and to make informed decisions.
• Report to and work closely with the Board of Directors to seek their involvement in policy decisions, fundraising and to increase the overall visibility and positive perception of the organization.
• Oversee Board and committee meetings, ensuring that official records and documents related to organizational business are maintained.

Financial Performance and Viability - Develops resources sufficient to ensure the financial health of the organization.

• Responsible for the oversight of the ASCFG’s fundraising efforts, developing revenue streams necessary to support the ASCFG’s mission and strategic goals through member dues, sponsorships, educational programs, grants, donations, etc.
• Responsible for the long-term fiscal integrity of the ASCFG, including oversight of the annual financial review and budgeting process, in cooperation with the ASCFG Board, Treasurer, and Operations Director.
• Responsible for fiscal management, including operating within the approved budget, ensuring maximum resource utilization, and maintaining the organization in a positive financial position.
• Review and approve all contracts for services.
**Organization Mission and Strategy** - Works with the ASCFG’s Board and staff to ensure that the ASCFG’s mission is fulfilled through its programs, strategic planning, members and association communications, and industry outreach.

- Oversee implementation of the ASCFG’s policies, internal controls, and programs to effectively carry out the organization’s mission.
- Responsible for strategic planning to ensure that the ASCFG can successfully fulfill its mission into the future.

**Organization Operations** – Manages risk for the organization and ensures appropriate resources are in place for overall operations.

- Oversee the effective administration of the ASCFG’s operations, so that appropriate human resources, information technology, financial and administrative policies and procedures are in place for all functions and for the day-to-day operations.
- Provide oversight for hiring, performance management, and retention of competent, qualified, and engaged staff.
- Directly supervise and support the ongoing growth and development of the Operations Director and Education Director.
- Responsible for ensuring effective strategic partnership and collaboration between the ASCFG and the Research Foundation.

**Communications and External Relations** – Oversee internal and external marketing and communication efforts to increase credibility, visibility, and perception of the ASCFG and its mission.

- Serve as the ASCFG’s primary spokesperson to the organization’s members, the industry, media, and the general public.
- Enhance the ASCFG’s image and brand as guided by the ASCFG mission, vision, and values.
- Oversee the ASCFG’s publishing activities.
- Establish and maintain relationships with various organizations and utilize those relationships to strategically enhance the ASCFG’s mission by being active and visible in the industry and by working closely with other professional, civic, and private organizations.

**Knowledge, Skills, and Abilities**

- A bachelor’s degree in business, management, public administration, horticulture, or another related field. Master’s preferred.
- Minimum of seven years of experience in a leadership position with supervisory responsibilities.
- Transparent and high integrity leadership.
- Experience and skill in working with a rotating Board of Directors.
- High level strategic thinking and planning. Ability to envision and convey the organization’s strategic future to the staff, board, members, volunteers, and donors.
- Ability to effectively communicate the organization’s mission to members, donors, volunteers, and the overall community.
- Demonstrated ability to oversee and collaborate with staff.
- A history of successfully generating new revenue streams and improving financial results.
- Active fundraising experience. Excellent donor relations skills and understanding of the funding community.
• Previous success in establishing relationships with individuals and organizations of influence including funders and partner agencies.
• Solid organizational abilities, including planning, delegating, program development and task facilitation.
• Strong financial management skills, including budget preparation, analysis, decision making and reporting.
• Strong written and oral communication skills.
• Strong customer service skills.
• Strong public speaking ability.
• Proficient in Microsoft Suite.
• Knowledge of the farming and floral industries trends and best practices preferred.

**Physical Requirements and Work Conditions**

This position is required to regularly use a computer, telephone, and other standard office equipment. The employee must be able to frequently communicate with various internal and external constituents using various mediums. The ability to prepare and analyze detailed reports as well as enter/review information to ensure accuracy is required.

While performing the duties of this position, the employee must be able to remain in a stationary position for prolonged periods of time. The employee may occasionally transport up to 40 pounds. Travel to regional and national conferences, trainings, and meeting events is required. Must have a valid driver’s license. This position will occasionally work an extended day and weekends for member events.

Conditions may occasionally have the potential to be slightly dirty (in a greenhouse or farm field), and in inclement weather.

**Employee Acknowledgement**

I acknowledge that I have reviewed this job description and I understand and can perform the essential functions and other requirements of the position, with or without accommodation. Any request for an accommodation must be made to Human Resources within 182 days of knowledge (or reasonably should have known) of the need for an accommodation. I agree that if there is anything in the job description that I do not understand, I will seek clarification from my supervisor. I understand that my employer has the right to revise this job description at any time.

I acknowledge that the Association of Specialty Cut Flower Growers, Inc. is an at-will employer which means that either I or the company can terminate the relationship at any time. This job description does not supersede the at-will status and does not constitute an employment contract for any specified period of time.

_________________________________________
Employee Name (printed)

_________________________________________   ______________________
Employee Signature       Date