



POSITION DESCRIPTION

Executive Director

Position Summary:

The Executive Director (ED) will be responsible for the overall management, administration and operation of Southern Wisconsin Agricultural Group initiatives and activities. The ED will have overall strategic and operational responsibility for SWAG's outreach, fundraising, events or activities, and execution of its mission. S/he will initially develop deep knowledge of agriculture, core programs, operations, feasibility studies and business plans.

The ED must be able to work independently within the policies and procedures of SWAG while keeping the board well-informed about activities. The person is expected to meet established deadlines, exhibit sound judgment and critical thinking based on analysis of data and facts. The person shall also possess the ability to work collaboratively with a wide variety of persons/organizations, maintain information confidentiality, and possess excellent communication skills both oral and in writing. The ED will be required to manage multiple projects simultaneously; and establish and maintain helpful and constructive communications with board members, advisory council, other SWAG staff, volunteers and constituency groups.

The ED will report to the SWAG executive committee, specifically the SWAG President. The ED's office will be a space jointly agreed upon between the ED and Executive Committee (i.e. home office, rented space, etc.), but the position will regularly and routinely require travel around the state of Wisconsin and to other locations as needed.

Responsibilities:

- Ensure ongoing outreach efforts, consistent quality of finance and administration, fundraising, communications, and promotions; recommend timelines needed to achieve the strategic goals.
- Work closely with SWAG accountant/bookkeeper in overseeing organizational income and expenses and assist with communicating those financials to the Board.

- Actively engage and energize SWAG board members, advisory council, volunteers, donors and supporters.
- Serve as the official representative of SWAG, communicating SWAG's mission, goals and progress.
- Communicate weekly project progress with Board of Directors through weekly email updates each month or bi-monthly, as time and content allows.
- Communicate project progress with all stakeholders through email news updates.
- Search for and apply for grants that support SWAG's initiatives.
- Maintain databases for fundraising, donors, supporters, advisory council, meeting attendees, etc.
- Seek, establish and nurture new relationships with potential project supporters.
- Maintain and regularly update SWAG website and social media accounts.
- Constantly update and/or generate new promotional materials as needed for project promotion, investment proposals, or overall facility details.
- Foster media relations on the local, state and national level that will keep people abreast of SWAG progress.

Qualifications:

- Bachelor's Degree from an accredited college or university, or equivalent work experience in lieu of a degree required
- Excellence in organizational management with the ability to collaborate with others, manage activities and events, engage others, and manage a budget
- Past success working with a Board of Directors with the ability to cultivate existing board member relationships
- Proficiency in computer applications such as Microsoft Office Suite (Word, Excel, Outlook, PowerPoint, etc.), website builders, social media applications, and other software and programs that will be relevant to the duties of this position.
- Strong marketing, public relations, and fundraising experience with the ability to engage a wide range of stakeholders
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills
- Action-oriented, entrepreneurial, adaptable, and innovative approach to business planning
- Ability to work efficiently in collaboration with diverse groups of people
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed
- Possess a valid Wisconsin driver's license, a reliable motor vehicle and auto insurance