

**BC Cranberry Marketing Commission  
JOB DESCRIPTION**

<b>POSITION TITLE:</b>  Executive Director	<b>REPORTS TO:</b>  Board of Directors
--	--

**SUMMARY**

Responsible for managing the Commission office, establishing short- and long-range objectives, plans and policies for approval by the Board of Directors and in accordance with applicable provincial and federal regulations. Serves as a resource to the Commission by providing regulatory and historical background and recommendations to assist the Commission in making informed policy decisions.

Oversees the organization's financial, human resources, administrative and regulatory functions and ensures services are provided efficiently and cost-effectively—acts as the liaison between the Commission, producers, and industry representatives.

**KEY ACCOUNTABILITIES**

1. Under the Commission's auspices, develops effective short- and long-range plans to guide the organization's future programs and activities to advance a strong and resilient BC cranberry sector.
2. Supports the Commission as necessary to achieve the expectations of the Minister and Farm Industry Review Board, including reviewing and recommending changes to the Orders and Policies.
3. Speaks on behalf of the Commission, often in the capacity of primary spokesperson, in communicating with members, suppliers, government agencies, and industry associations, negotiating significant contracts, and presenting appeals to the FIRB.
4. Represents the Commission at industry-related meetings, as required.
5. Disseminates information to appropriate parties and ensures action plans are implemented to address any arising issues.
6. Supervises the implementation of various programs. Ensures producers and related organizations are aware of applicable programs, policies, and procedures.
7. Establishes and maintains positive and effective working relationships within the grower community and with industry-related organizations.
8. Directs and implements approved strategies and plans and ensures that directives from the Commission are understood, correctly interpreted, and administered.
9. Reviews, responds, and acts on daily correspondence, telephone discussions, national bulletins, and industry publications.
10. Reviews financial statements and provides necessary direction.
11. Provides reports and related information as required to the Commission, other designated organizations, individuals, and appropriate regulatory agencies.

12. Manages the organization's HR function and maintains a positive working environment, including recruitment, assessment, development, motivation and compensation of all staff, and succession planning.
13. Oversees the preparation of operating and capital expenditure budgets for review and approval by the Board of Directors. Ensures expenses are maintained within approved levels.
14. Advises the Commission on all matters that affect the organization's operations.

## **Skills and Abilities**

### Skills/Abilities

- Projects and maintains a professional image.
- Demonstrates honesty and integrity in all relationships.
- Exceptional interpersonal, listening, presentation and communication skills.
- Ability to develop and maintain strong relationships with a wide range of industry stakeholders.
- Highly organized individual.
- Strong negotiator; can present the Commission's interests effectively without compromising relationships.
- Ability to understand and interpret government regulations and statutes.
- Creative problem solver.
- An analytical and strategic thinker; can assess and integrate operational complexities.
- Can handle multiple tasks with conflicting deadlines and constant interruptions.
- Continues with educational and self-betterment opportunities.