

Cranberry Marketing Committee
Executive Director
Detailed Job Description

POSITION: Executive Director

GENERAL DESCRIPTION: The Executive Director is employed by the Cranberry Marketing Committee (Committee) to implement and carry out directives and policies as directed by the Committee and to manage and administrate the directives of the marketing order including, but not limited to the areas noted below, in financial management, compliance, rulemaking, information management and litigation.

REPORTS TO: Cranberry Marketing Committee

POSITION SUMMARY: Under the supervision and direction of the Committee, the Executive Director is responsible for performing all management functions necessary for the Committee to perform their duties and carry out their responsibilities under the Cranberry Marketing Order.

MAJOR DUTIES/RESPONSIBILITIES:

1.0 General:

- 1.1 Act as liaison between the Committee and the USDA (Department) in matters pertaining to administration of the marketing order programs.
- 1.2 Ensure that all activities undertaken are authorized under the marketing order and that such activities comply with the USDA, Agricultural Marketing Service policy precluding Committee members/alternates and staff from engaging in lobbying activities on behalf of the Committee.
- 1.3 Recommend research and promotion projects, as authorized, and provide the Committee and USDA with project outlines and complete justification for each project.
- 1.4 Recommend approval of contracts and agreements for outside contractors and consultants. Enter into and sign on behalf of the Committee such contractual agreements as may be approved by the Committee.
- 1.5 Provide oversight of research and promotion projects, and contractors and consultants activities associated with such projects.
- 1.6 In consultation with the Committee, see that an independent annual audit is conducted; prepare a marketing policy and compliance policy to address current industry issues.
- 1.7 Serve as a liaison between the Committee and the industry, and as directed represent the Committee at appropriate industry functions.

2.0 Personnel Management:

- 2.1 Establish and implement written office procedures and personnel policies as required by the Committee.
 - 2.2 Identify staffing requirements; and employ, establish appropriate titles, fix salaries within approved budgetary guidelines, supervise and, when necessary, discharge any of the employees of the Committee.
 - 2.3 Assume the principal responsibility for the work of the employees, including the technical accuracy, timeliness and completeness of work projects.
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- 2.4 Assume the principal responsibility for writing position descriptions for key positions and performance ratings, subject to the review of the Committee.
- 2.5 Contribute to the training and development of subordinates, identifying weaknesses and needs, and recommending appropriate training that will result in the improving the effectiveness of the administrative function.
- 2.6 Help to maintain good working relationships among personnel on the staff, resolving minor disagreements, and obtaining OGC opinion in any consideration of disciplinary actions.
- 2.7 Provide equal opportunity in all employment practices and delivery of services, and prohibit discrimination on the basis of race, color, religion, sex, national origin, age, or handicap conditions.

3.0 Financial Management:

- 3.1 Ensure that all Committee funds are used only for purposes authorized under the marketing order.
- 3.2 Establish and maintain a system of financial accounts and fiscal controls to meet USDA guidelines, and arrange for an annual audit of the Committee accounts by a Certified Public Accountant.
- 3.3 Monitor income and expenses, anticipating variances in spending or revenue patterns, and advising the Committee of any need for budget or assessment rate revisions.
- 3.4 Provide for a system of billing and collecting handler assessments.
- 3.5 Monitor all Committee accounts for conformance with insurance and collateral requirements, ensuring that all investments of Committee funds are consistent with USDA investment policy, providing that USDA, when requested by the General Manager, immediately on behalf of the Committee secures compliance from involved governmental agencies with regard to USDA's collateral requirements and interfaces with banking institutions whenever necessary to enable the investment goals to be met.
- 3.6 Prepare reports of Committee accounts as detailed in the June 1999 "Management Guide for Marketing Order Committees and the U. S. Department of Agriculture," at times specified by the Committee.
- 3.7 In consultation with the Committee, prepare preliminary annual budgets of expenses and accompanying supporting material, plan meeting to consider recommendations for the budget and assessment rate to allow reasonable time for the USDA to complete rulemaking before the start of the fiscal year.
- 3.8 Maintain reserve funds within limits specified in the marketing order.
- 3.9 Ensure that any agreements involving the use or sharing of committee facilities, equipment, or services of committee employees by agencies outside the marketing order are covered under memorandum of understanding approved by the Committee and the Department.

4.0 Compliance:

As detailed in the "Marketing Agreement and Order Compliance Manual" the Executive Director is responsible for:

- 4.1 Promoting industry awareness and understanding of program requirements and advising regulated parties of changes in such requirements.
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- 4.2 Establish within budgetary provisions a system of compliance planning, detection and investigation of potential marketing order violations, including a procedure for the periodical auditing of regulated handlers.
- 4.3 Investigate alleged compliance violations. Submit prompt and thorough reports of all alleged marketing order violations to the appropriate USDA officials.
- 4.4 Reporting the status of alleged violations cases to the Committee in a manner that does not identify individual handler operations.
- 4.5 Submit an annual compliance program before the start of each fiscal year to the Department.

5.0 Rulemaking:

- 5.1 Gather, compile and analyze production, marketing and other relevant information for distribution to the Committee for their review and consideration in recommending regulations.
- 5.2 Advise the Committee of changes needed in the order's administrative rules for their consideration.
- 5.3 Prepare and distribute rulemaking meeting notices to Committee members, USDA, handlers and other interested parties.
- 5.4 Advise handlers and other interested parties of Committee Recommendations for regulatory changes, and publicize USDA action on such recommendations, including the time period for filing comments.
- 5.5 In consultation with Committee members, prepare draft amendatory language for needed changes in the marketing order. Assist the Committee in preparing testimony to be given at amendatory hearings and work with the USDA (including the Office of General Counsel) during the amendatory process.

6.0 Informational Management

- 6.1 Perform all aspects of the Committee's responsibilities which require the collection, review, verification and processing of confidential information.
- 6.2 Monitor Committee procedures to ensure that confidential information is not released to Committee members or any other person, except as directed by authorized USDA officials.
- 6.3 Publish no report or release any information which would reveal commercial or financial information of individual handlers
- 6.4 Ensure that all information collection and reporting forms have received approval by the Office of Management and Budget (OMB) under the Paperwork Reduction Act, and that all such printed forms are properly marked with the current OMB control numbers, expiration dates and other required information.
- 6.5 Maintain Committee records in accordance with USDA record retention requirements.
- 6.6 Ensure that all requests by the USDA for documents in response to FOIA requests are expeditiously handled, including promptly supplying the USDA cost estimates, as detailed in the June 1999, "Management Guide for Marketing Order Committees and The U. S. Department of Agriculture."

7.0 Litigation:

- 7.1 Provide documents, testimony and other information as requested.
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- 7.2 Be available for consultation with USDA and the Department of Justice.
- 7.3 Alert the appropriate USDA officials if Committee records are requested, Committee members or staff is subpoenaed or other problems arise.

Committee reviewed and approved job description at February 2003 CMC Meeting

Committee approved title change from Manager to Executive Director at August 2007 CMC meeting

The interim director and subcontractors are currently performing the tasks described in the Marketing Director's job description below:

Job Title: Director of Marketing

Reports to: Executive Director

Job Objective: *To increase consumption of fresh cranberries and cranberry products domestically and internationally by increasing awareness of the health benefits. Primary messages about health will be supported by secondary message about convenience and flavor.*

Job Summary: Responsible for planning, budgeting, development and implementation of promotional strategies and tactics, promotional and communication activities, for the CMC's domestic promotional programs.

Coordinates and oversees the international consultants in their planning, budgeting, development, communications and implementation of strategies and tactics for the international promotional program.

Primary Relationships:

This position works with the Executive Director, Generic Promotion Advisory Subcommittee, and contractors, Bryant Christie, Inc., (BCI) and public relations firm(s) in the activity planning and budgeting of the CMC's generic promotion programs.

Major Duties and Responsibilities

1.0 General

- 1.1 Planning, developing, budgeting, implementing and measuring the success of: A comprehensive promotion and communication program that will enhance the demand for and consumption of cranberries and cranberry products within the marketplace and among consumers
 - 1.2 Coordinate and oversee the development of relevant marketplace and promotional research studies and surveys.
 - 1.3 Oversee and coordinate domestic and international contractors and program activities including, but not limited to promotions and communications activities.
 - 1.4 Oversee coordination of design, production and distribution of all promotional publications and materials including, but not limited to media relations and website design and content.
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- 1.5 Oversee and coordinate media events and ensure regular contact is maintained with target media and appropriate response to media is maintained.
- 1.6 Develop, coordinate and oversee programs that will provide technical assistance and distribution of resource materials to assist grower associations, and other trade organizations, including the CI, in their promotion and communication activities.
- 1.7 Responsible for meeting the overall stated program objectives in promotion and communications.

2.0 Planning & Budgeting

- 2.1 Develop short and long-term project budgets.
- 2.2 Develop strategies and tactics to carryout project promotional and communication activities.
- 2.3 Develop and present project budgets in consultation with the Executive Director to the Generic Promotion Advisory Subcommittee (GPAS) and to the Committee.
- 2.4 Monitor progress of projects, assure adherence to project plan and evaluate performance of contractors.
- 2.5 Submit a budget and domestic promotional plan for the next fiscal period to the Executive Director by June 1 for inclusion in the overall CMC budget submitted to the Committee and USDA/AMS.
- 2.6 Coordinate and oversee the protocol process, including drafting and issuance of Request for Proposals (RFP) relating to promotional communications, research, and the writing of grant proposals to fund promotional and research programs.

3.0 Organizational

- 3.1 Develop and maintain a strategic plan based on industry, marketplace and stakeholder needs in developing program direction.
 - 3.2 Make sure that the program goals and objectives are pertinent and practiced in the planning of project activities.
 - 3.3 Develop and coordinate means to gather input from other industry organizations including, but not limited to handlers, grower associations and CI regarding the quality of the program.
 - 3.4 Evaluate project activities on a quarterly basis and issue a written report on the program progress to the Executive Director and the GPAS.
 - 3.5 Report to the full Committee on the program progress at the Committee's February and August meetings.
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