

Cranberry Marketing Committee
Executive Director
Job Description Summary

The Cranberry Marketing Committee (CMC) was established as a Federal Marketing Order in 1962 to ensure a stable, orderly supply of good quality product. Authority for its actions are provided under Chapter IX, Title 7, Code of Federal Regulations, referred to as the Federal Cranberry Marketing Order, which is part of the Agricultural Marketing Agreement Act of 1937, as amended. This Act specifies cranberries as a commodity that may be covered, regulations that may be issued, guidelines for administering the programs, and privileges and limitations granted by Congress.

The Marketing Order has been amended several times since its inception to expand the CMC's ability to expand market development projects in domestic and international markets. Currently, CMC conducts generic promotion programs in the United States, Australia, South Korea, Netherlands, Austria, Switzerland, France, Poland, Czech Republic, Germany and Mexico.

POSITION SUMMARY: Under the supervision and direction of the Committee, the Executive Director is responsible for performing all management functions necessary for the operations of the Cranberry Marketing Order.

MAJOR DUTIES/RESPONSIBILITIES:

- ❖ Perform overall day to day Executive management of the organization
- ❖ Act as liaison between the Committee and the USDA (Department) in matters pertaining to administration of the marketing order programs.
- ❖ Direct management of an Assistant Executive Director responsible for industry supply data, grower sales histories, compliance audits, record keeping, accounting, invoicing, meeting planning, budget management and reporting, and financial oversight of contractors, etc.
- ❖ Direct management of a Domestic Marketing Manager responsible for domestic generic promotion opportunities including participation in trade shows and sponsorships, development of promotional materials and distribution, media relations, and website content.
- ❖ Recommend research and promotion projects, as authorized, and provide the Committee and USDA with project outlines, justification for each project and progress reports.
- ❖ Provide oversight, directly or via delegation, of contractors and consultants activities associated with all projects. Current CMC contractors include an international marketing firm, several in-country marketing subcontractors, a trade policy firm, a shared trade policy consultant with the Cranberry Institute, and a Scientific Advisory Board.

- ❖ Overall fiscal responsibility for creating, monitoring, reporting and revising marketing and administrative operating budgets to USDA/Marketing Order Administration Branch (MOAB), a CMC Executive Committee and the committee board. This includes having an independent A-133 audit performed annually.
- ❖ Oversee a system of compliance planning, detection and investigation of potential marketing order violations, including the periodical auditing of regulated handlers.
- ❖ Support and perform tasks required for changes to the Federal Cranberry Marketing Order §929, including formal and informal rulemaking as needed.
- ❖ Manage information systems which require the collection, review, verification and processing of confidential industry information.
- ❖ Communicate with producers, handlers, and various industry stakeholders on industry supply positions, and CMC progress reports on trade policy, marketing, and research.
- ❖ Communicate effectively, analyze information, exercise sound judgment and discretion, work collaboratively and maintain productive working relationships with Committee board, industry representatives, growers, USDA personnel and staff.
- ❖ Serve as a liaison between the Committee and the industry, and as directed represent the Committee at appropriate industry functions.

CANDIDATE QUALIFICATIONS

An undergraduate degree or better preferably in business, marketing or an equivalent; and previous management experience, additional experience with USDA, or similar organizations a plus.

TIMEFRAME:

March 2012-April 2012

OFFICE LOCATION:

Wareham, MA (near Cape Cod)

SALARY:

Starting salary based on qualifications and experience, (\$75,000-\$120,000, plus benefits)

TO APPLY:

Applicants must submit their resume and cover letter to executivejob@cranberrymarketing.org no later than January 15th, 2012.