

**Job Description**  
**Executive Director**  
**Virginia Cattlemen's Association**



**Position Title:**

Executive Director

**Reports To:** Virginia Cattlemen's Association Executive Committee

**Principal Role:** Provides staff leadership and administration for VCA, assuring that all organizational efforts are carried out to the best of the organization's ability and operating policy. Provide progressive leadership of grassroots supported VCA cattle marketing and Ag Policy efforts. Selected applicant will be the primary voice for Virginia's cattle industry in the media, legislative, regulatory, membership and cattle marketing arenas. Provide support for all local & regional affiliated producer associations, VCA committees and councils. Serve as cattle industry liaison to industry partners.

**Education:**

- B.S. Degree Animal Science or educational emphasis beef/livestock production
- Prefer two years in related field
- Small Business/Management of employees
- Awareness of current agricultural laws, issues, and events

**Personal Qualifications/Background:**

- Excellent knowledge of agriculture and the cattle industry
- Experience in managing operating and administrative budgets
- Has demonstrated strong time management and multi-tasking skills
- Ability to provide management direction through effective leadership, supervision, and staff delegation.
- Demonstrate a pleasing personality, motivation, and initiative in the position as well as history of successful collaboration with other industry stakeholders
- Excellent oral and written communication skills
- Ability to understand industry trends and develop and implement new programs and partnerships within and apart from the cattle industry
- Excellent computer skills including word processing, spreadsheets, PowerPoint, QuickBooks, Excel, and Social Media
- Ability to work in dynamic and challenging environment
- Must be willing to travel both in and out of state as needed.
- Genuine self interest in the Cattle Industry
- Continue VCA's support of the National Cattlemen's Beef Association
- Committed to team development and leadership

### **Position Structure and Objectives:**

The executive director serves at the pleasure of the executive committee. VCA advocacy and marketing policy is developed by the membership at annual meetings by the board of directors, executive committee or by boards of groups the association is administrating. The executive director interprets these policies and causes their development into programs, sales, projects and oversees the construction and success through his/her oversight and/or his/her direction of staff.

### **Duties and Responsibilities:**

Long term goals, missions and direction are directed in each group's charter, bylaws, standard operating procedure, or other stated policy. Short term directions will be demonstrated through annual budget, resolutions, or general board meeting business. The executive director will implement all programs, projects, sales, etc for these directives. A bi-monthly update report will be forwarded to the board of directors. Provide management direction through effective leadership, supervision, and staff delegation. Assist the Budget and Finance Committee in preparing the annual budget. Oversee human resource management and office building.

### **Specific Duties and Responsibilities:**

- A) Virginia's Special Feeder Cattle Sales were the original mission of the Virginia Cattlemen's Association and continues as the association's primary program. The executive director is to work with local feeder cattle associations to set dates, establish rules, advertise, and coordinate the association's responsibilities in the conducting of each sale including tel-o-auction field sales. Executive director will attend annual meetings of each local feeder cattle association.
- B) Membership is the responsibility of the Executive Director. Keeping an update to date record of all Allied, Affiliate and General Members is vital to VCA. Work with Allied Groups for yearly Sponsoring Packages as well as membership incentives.
- C) The Virginia Cattle Industry Board: VCA has no role in this program other than to recommend producers as needed for appointment to that Board.
- D) The Virginia Cattleman Newspaper: The Executive is expected to contribute to the monthly newspaper as well as serve as the Editor for content to assure the newspaper is relevant to the industry. They are to work closely with the contractor that is hired to do layout and newspaper production.
- E) The Virginia Beef Expo: VCA continues to support Beef Expo through promotion and sponsorship.

- F) The Virginia Cattlemen's Foundation was developed and established by the Virginia Cattlemen's Association. The executive director serves as assistant secretary/treasurer. The foundation's finances and programs are administered by the Virginia Cattlemen's Association through contractual agreement. The executive director and staff provide administrative duties.
- G) National Cattlemen's Beef Association is the national organization of which VCA is an affiliate member. The Executive Director tries to work in concert with NCBA on federal legislative and regulatory issues by contacting the Virginia congressional delegation on issues of national implication. VCA has a much-enhanced relationship with NCBA since 2012. The Executive Director should maintain a strong NCBA connection.
- H) The Executive Director is to supervise all staff of the association.
- Manage the workflow of employees and delegate tasks
  - Assess the work performance of employees and identify areas that need improvement thru yearly employee evaluations
- I) The general duties of the executive director include overseeing the above specific programs and all other actions that may have influence on the association or Virginia's cattle business. The Executive Director is responsible for communicating the goals and concerns of the industry to state and national elected officials. The Executive Director should strive to have VCA acknowledged with media outlets and respected as the public voice of Virginia's cattle industry. The Executive Director is also called on to provide contact or interaction with organizations such as NCBA, VDACS, Virginia Tech/Virginia State, Farm Bureau, and others.

#### **Physical Requirements:**

- This position requires periods of sitting, standing, walking, lifting, kneeling, reaching, and bending. Duties may also involve visual analysis, walking on uneven ground, and/or working around large, live animals. Exposure to dust and weather elements may affect allergic conditions.
- The employee will be required to conduct in-state and out-state travel to attend tradeshow, conferences, and meetings. Travel required is significant within the state as well as occasional out of state.
  - Average 5-6 nights away from home per month.
  - Drive on average 45,000 miles per year.
  - Fly 4 – 5 times per year.
  - Weekend and evening work is frequent.

- In addition to travel related to marketing and policy business of VCA the Executive Director also travels to at least 1 meeting per year to each of the VCA Affiliate producer associations when invited.
- Executive can also travel out of state 3 – 4 times per year to be guest speaker at various other state or regional cattle association meetings

**Please send resume with three references and cover letter by October 15, 2020 to: Teresa Volk via email at [tvolk@virginiacattlemen.org](mailto:tvolk@virginiacattlemen.org)**