



Wisconsin Agricultural Education Center (WAEC)

POSITION DESCRIPTION

WAEC Executive Director

11/17/2014

The Wisconsin Agricultural Education Center (WAEC) will educate people of all ages on the importance of agriculture with a focus on community, food process and safety, dairy production, other agriculture commodities, and environmental stewardship. The Center will provide visitors with an understanding and appreciation of where their food comes from and the importance of agriculture in their lives. The Center will showcase Wisconsin's rich history and adaptation to modern technology to serve the needs of our growing population.

The Executive Director will be the first hire of a growing non-profit organization. The Executive Director reports to the Board of Directors of the Wisconsin Agricultural Education Center (WAEC). The Executive Director is bound to comply with any formalized directives of WAEC's Board of Directors. Office space is provided by Lakeshore Technical College in Cleveland, Wisconsin. However, some work will be permitted from a home office.

Primary Purpose and Essential Functions: Responsible for day-to-day management and growth of the WAEC. The Executive Director is responsible for the organization's consistent achievement of its mission and financial objectives. Salary commensurate with experience and abilities. In program development, fundraising and administration, the Executive Director will:

Board of Directors and Executive Committee

- Organize and attend all Board, Executive and standing committee meetings as an ex-officio member, providing materials, advice and information as needed.
- Maintain the official minutes, By-Laws, and other documents of WAEC.
- Maintain a working knowledge of the laws and regulations associated with preserving WAEC's 501(c)(3) status and advise the Board of Directors of changes in federal or state laws or regulations that affect the WAEC's non-profit status.
- Promote active and broad participation by volunteers in all areas of the organization's work.
- Other duties and tasks as directed by the Board.

Capitol Campaign Management

- With the Board and hired consultants, assist with the implementation of the WAEC Fundraising Plan.
- Assist Board with the development of materials to be used to demonstrate the vision of the WAEC.
- Account for all income and expenditures of the WAEC.
- Issue receipts and coordinate letters of thanks to all donors.
- Cultivate effective personal relationships with private donors, foundations, and businesses (actual and prospective).
- Jointly, with the president and secretary of the board of directors, conduct official correspondence of the organization, and jointly, with designated officers, execute legal documents.

Public Relations/Sales

- Represent WAEC as its spokesperson to the general public and seek opportunities to promote the WAEC in public forums.
- Maintain a good working relationship with the media.
- Assist in development of annual reports, newsletters, education and promotional literature.
- Raise and maintain public awareness of the accomplishments and goals of the WAEC.
- Establish sound working relationships with supportive community groups and organizations.
- Act as a salesperson for WAEC, connecting with school groups, tour companies, etc. to book tours once an opening date is established.

Skills/Requirements

The Executive Director applicant must have a passion for agriculture with experience working in business, marketing, managing a non-profit, or a related field. Experience working with and/or in Wisconsin's business environment a definite plus. Applicants must have:

- Enthusiasm for the Vision and Mission of the WAEC.
- Experience in fundraising/development (including private donors, foundations, and businesses).
- Successful grant-writing experience.
- An understanding of the impact of social media in driving online campaigns.
- Ability to translate board's goals and objectives into actionable and measurable outcomes.
- Creativity in the promotion of WAEC's Mission.
- A talent for "networking" with the financial donors, grant applicants, community leaders, and involved citizens.
- Superior written and verbal communication, interpersonal, organizational, public speaking, storytelling, and customer service skills.
- The ability to travel within Wisconsin.
- Computer skills (Microsoft Office, e-mail, basic design formatting).
- Flexible work schedule to include weekend and evening commitments.

To request an application form contact Sheryl Nehls at the following e-mail address: Sheryl.nehls@gotoltc.edu. Send completed application and resume to the same e-mail by the deadline of January 23, 2015.