

Position Description

Prince Edward Island Cattle Producers (PEICP)

Position: **EXECUTIVE DIRECTOR**

Last Updated: **March 12, 2019**

GENERAL ACCOUNTABILITY

Working closely with the Chair, the Executive Director is responsible for leading, managing and directing the activities of the PEICP, in accordance with the approved budgets, policies and directives of the Board.

ORGANIZATION STRUCTURE

In addition to the Executive Director, the PEICP has one part-time staff. Part-time staff report directly to the Executive Director.

NATURE and SCOPE

This is the senior staff position supporting the organization with leadership, strategic planning skills, problem solving, developing new initiatives, budgeting and financial planning, administrative and facility management, and human resource management requiring a broad skill set and a high level of judgment.

The Executive Director's role and reporting relationships require an excellent grounding in Board/staff relations most likely achieved through experience in the public or not-for-profit sectors. Exceptional communication skills (oral and written) are required to be able to articulate concisely and develop policy on a broad range of issues with a wide variety of stakeholders. The Executive Director must be able to manage a diversity of issues in a complex environment. An understanding of the lobbying process is essential to the ability to accomplish the objectives of the PEICP.

Interpersonal skills and the ability to grow and nurture networks are necessary skills along with media and stakeholder relations. The Executive Director must be devoted to the beef industry and have a keen understanding of its issues. The position requires a self-starter to work freely and be able to recognize opportunities to further the goals of the PEICP.

The Executive Director must possess the ability to analyze problems systematically, organize information, identify key factors and underlying concerns and generate solutions. Their judgment is based on the ability to draw on experience and knowledge to effectively solve problems through assembling facts and understanding the consequences. The decisions made by the Executive Director have far-reaching effects and must be formed by discerning and comparing before reaching a sound conclusion.

SPECIFIC ACCOUNTABILITIES

To engage the Executive in agriculture community leadership & strategic decision making:

The Executive Director is responsible for communicating to the Executive the problems and emerging issues in the Prince Edward Island beef industry and the available options for addressing them. The intent of such communication is twofold: 1) to engage the Executive in assisting the Executive Director with issue management and 2) to assist the Executive in its role of providing strategic direction.

To maintain a mutually beneficial and open relationship with the PEICP Stakeholders:

In order to provide effective, timely advice to the Executive the Executive Director must develop and sustain open and trusting relationships with government officials and other stakeholders of the PEICP. The Executive Director is expected to coordinate the issues management process on major industry issues and maintain an effective public relations and communication program with the government, news media and the public.

POSITION DESCRIPTION: *Executive Director*

SPECIFIC ACCOUNTABILITIES, continued

To drive the organization's leadership role within the beef sector:

In order to best leverage its resources, the PEICP must act in a "leader" and/or "catalyst" role, thereby engaging the resources of other community and regional-based organizations, as it pursues the development of its own programs and initiatives. In order to accomplish this, the PEICP must have region-wide credibility to fill such a leadership role. This leadership role must include all areas of the province, all of the producers involved in the region, other commodity groups, public, industry suppliers and business sectors. The Executive Director must develop relationships within all of these sectors and display the necessary leadership skills to successfully work with them.

To create and manage successful programs and/or initiatives:

The Executive Director is expected to create and manage programs and initiatives of importance to the PEICP, especially those that require a high degree of leadership and community outreach skills. Such programs or initiatives must rely heavily on the Executive Director's ability to seek resources that will assist that in carrying out these initiatives.

To create an environment for the organization's staff to succeed:

The Executive Director is responsible for hiring, training and motivating staff members to accomplish the goals of the organization in the most efficient and well-leveraged manner possible and to sustain a culture of accountability and concern for the membership of the PEICP. Effective human resource management systems are essential and the Executive Director is accountable for their implementation. Given the need for the leveraging of PEICP assets, the Executive Director's management style must include delegation, communication, trust and strategic focus and be supported by example.

To maintain the fiscal integrity of the PEICP:

It is the Executive Director's responsibility to assure the financial well-being of the PEICP organization, including the integrity of expenditures as relates to its operating expenses. To accomplish this he/she must: 1) lead in developing the budget, 2) regularly review the monthly financial statements, 3) report on financial management to the Executive, 4) adjust throughout the budget period to changing economic pressures and 5) to review monthly expenditures. The Executive Director must also create and manage a strategy for assuring the organization's financial sustainability. This includes 1) developing a variety of revenue generating programs, 2) developing relationships with federal, provincial and local governmental funding organizations and 3) assuring that the PEICP membership and funders perceive they are receiving value for money.

To manage the organization's administration and infrastructure requirements:

Fundamental to the PEICP is the integrity and accuracy of PEICP systems including the membership records. The Executive Director ensures appropriate communications, administrative and membership record systems are functional and secure. They also liaise with the landlord and manage supplier relationships.

Reviewed By:
(signature)

Date: