

## Michigan Soybean Promotion Committee Seeks New Executive Director

The Michigan Soybean Promotion Committee (MSPC) directs the soybean commodity checkoff and is recognized as the innovative leader for the sustainable future of Michigan soybean farmers. The MSPC office is located in Frankenmuth, Michigan.

This executive director leads a team of five and serves as the liaison between staff, key industry stakeholders, and grower's across the state. The executive director reports to the MSPC board of directors which is made up of seven individuals appointed by Michigan's governor.

The MSPC requires a leader who brings knowledge and a strong foundation in the agricultural industry and organizational management. The individual must be an effective communicator and possess public relations skills to serve as a representative of the organization and as the industry voice for Michigan's over 10,000 soybean-producing farms. He or she will oversee the administration, education, research, and marketing capacities of the committee. The individual will implement the strategic plan according to the functions prescribed by law in *P.A. 232*.

A Bachelor's degree and a minimum of three years' experience in a management or supervisory role are required. A Master's degree and/or Certified Association Executive (CAE) certification; achieved or in process are preferred.

The job description is available at: <https://www.msae.org/MsAE-Executive-Search/SoybeanSearch>

Candidates should send cover letter, resume, salary expectations, and a maximum two page response addressing the following:

1. Describe your leadership style.
2. What is your approach to motivating and developing talent?
3. What serves as a guiding principle in your life?
4. Describe your experience and involvement in agriculture.

Application materials must be submitted to the MSPC Executive Search Committee by May 3, 2019.

MSPC Executive Search Committee  
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# MICHIGAN SOYBEAN PROMOTION COMMITTEE

## EXECUTIVE DIRECTOR

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### **I. QUALIFICATIONS**

Executive Director should have experience in the agricultural industry and a strong foundation of operational management, must be an effective communicator and possess public relations skills to serve as representative of the organization and industry, must be willing to travel and fulfill the work of an executive which may include evening or weekend work.

### **II. RESPONSIBILITIES**

#### **A. Administrative**

1. Responsible for the day to day operations including administration of *PA 232* as amended. This Executive Director will oversee office operations, staffing and personnel management, budget and financial operations and public relations.
2. Serve as the liaison between board of directors and staff in order to provide information affecting the industry.
3. Create a work and office environment that reflects the special nature of the committee.
4. Maintain appropriate records of activities of all employees through staff reports, schedules, reporting forms and accountability reports.

#### **B. Marketing & Program Activities**

1. Responsible for management of all marketing activities and oversee committee functions and events.
2. Supervision and implementation of industry messaging and publicity, advertising, trade-show activities, and cooperative programs.
3. Serve as liaison to all members and key stakeholders of the committee and industry.
4. Work with relevant agencies including any state and/or national promotion boards in grower education and market development.
5. Developing cooperative relationships and programs with potential promotional partners.
6. Evaluate programs and gather feedback from key market audiences to help determine future marketing direction.

#### **C. Grower Communication**

1. Contact growers, shippers, retailers and processors to promote through education and programs to carry out the mandates of *PA 232*.
2. Develop training and communication programs for staff when communicating with growers.
3. Attend local meetings when requested by growers.

4. Attend grower functions when appropriate.
5. Encourage grower participation at all levels of the industry including national and state committees.
6. Personal contact with processor, retail, and food accounts in target markets and throughout the industry.

**D. Public Relations**

1. Maintain a working relationship with other commodity groups, associations and groups that conduct similar functions as the committee and/or organization.
2. Be familiar with all laws that pertain to the public's "right to know".
3. Respond to public inquires.
4. Participate in public forums to promote the best interest of the committee and/or organization.
5. Write and distribute news releases, conduct radio and television interviews that are in the best interest committee and/or organization.

**E. Information/Education**

1. Oversee market reports and other informational messaging distributed by the committee.
2. Write articles and responses that explain and promote the committee.
3. Act on behalf of the committee in the formation of grower education and research reporting events.
4. Develop educational materials for organizations outside of the structure of the committee.
5. Assure and work toward continued collaborations with relevant industry groups as directed.

**F. Research**

1. Oversee committee research staff and call for research proposals.
2. Establish research parameters, budgets and other information needed to carry out their responsibilities.
3. Work with institutions to secure funding, equipment and personnel to conduct research.
4. Work with national and state agricultural funding agencies to secure special grants, awards and funding to carry on related research.

**G. Legislative/Government Relations**

1. Carry out mandate of *PA 232* as outlined in in the powers and duties of the committee through communication with entities of government dealing with matters of importance to the committee.
2. Monitor state legislative and regulatory issues that impact the committee.
3. Monitor national issues and other organizations working on legislative and regulatory matters that impact the committee.

4. Communicate the best interest of the committee in legislative and regulatory matters to committees, partners, and other individuals and organizations that have an interest in the industry.