

**Description:**

Executive Director  
Walla Walla Valley Wine Alliance

**Executive Director – Position Summary**

Executive Director leads the Alliance in all facets of the organization. This position works in conjunction with the Board of Directors to develop and implement the organization's strategic plans. In addition to general operations, the Executive Director is responsible for the financial success of the organization including growth of membership, efficient and effective event management and all controllable expenses. As the lead representative, the position requires the ability to work with outside organizations and be "the face" in the community upholding all Alliance standards.

**Duties and Responsibilities****General Management:**

- Oversee the day-to-day operation and administration of Alliance programs and activities while assuring operations are managed effectively and efficiently. Responsible for Alliance personnel operations including: hiring, performance evaluation and recognition and/or discipline of staff.
- Develop and manage reports on annual budgets that include administration, event and program results.
- Work with the Board President, develop meeting agendas and provide support to the board in the effective implementation of their goals and objectives.
- Develop and maintain effective member services, including timely communication of Alliance activities via membership meetings, member newsletters, bulletins, mailings, and the website.
- Plan and develop the Annual Board Meeting/Retreat.

**Sales, Marketing, Member Relations, and Public Relations:**

- Issue reports/updates to Marketing Committee, Board of Directors and members on a regular basis.
- Participate in the development and implementation of specific marketing and promotion programs recommended by the Marketing Committee and, as appropriate, approved by the Board.
- Manage all efforts and guide responsible staff for the maintenance and growth of membership.
- Oversee the effective implementation of existing programs and new initiatives. In conjunction with key vendors and staff, implement effective outreach to industry media and Alliance vintners and growers.
- Participate in development and/or modification of member services and programs to meet changes in Alliance goals and objectives and industry /member needs. Work with staff to support winery and grower events as applicable and as resources allow.
- Proactively pursue media placements to promote the Walla Walla Valley AVA and our membership.
- Work effectively with local and regional partners; i.e. Tourism Walla Walla, Walla Walla Chamber of Commerce, Washington Wine Commission, Washington Wine Institute, Washington Association of Wine Grape Growers, Oregon Wine Board, local community colleges and universities, other AVA Associations, charitable organizations, and others.

- Represent the Walla Walla Valley AVA and member wineries and vineyards as the Alliance's official spokesperson to media, regulatory agencies, industry groups/associations, community organizations, and the general public. Maintain a professional image as a credible and trustworthy information resource.
- As spokesperson, live interviews (press, web, radio and/or TV) are to be anticipated and handled professionally.
- Participate in the development of key messages and work to ensure broad acceptance and adoption of best practices such that messages are consistent and accurate in presenting the Walla Walla Valley.
- Manage and direct vendors engaged by the WWVWA to provide specific support or deliverables. Work with staff and selected vendors to develop media kits, advertising copy and other promotional materials.
- Oversee production of printed materials (maps, event and tasting room brochures, posters, postcards, etc) and the ongoing updating and maintenance of the website and other new media applications.
- Serve on other local and regional association committees and boards as appropriate.

#### Public Policy:

- Maintain an awareness of upcoming issues or regulations that will affect the wineries and growers of the Walla Walla Valley. Information on issues is to be collected and communicated to the Board and members in bulletins, newsletters, etc. As appropriate, information seminars or meetings for members may be scheduled.

#### Fundraising and Special Events:

- Direct the production of fundraising events.
- Work with the appropriate committees or task forces to enhance ongoing events and develop new fundraising opportunities, especially corporate and affiliate sponsors.

#### Requirements:

- Executive Management and/or non-profit program and fund raising experience of no less than 5-years with specific emphasis on membership organizations.
- Ability to lead, manage/supervise personnel
- A comprehensive understanding of wine and wine-grape industries and the current marketplace
- Excellent organizational and time management skills
- Ability to effectively develop and manage financial resources
- Computer proficiency – Windows, Microsoft Word, Excel, PowerPoint,, etc.
- Strong verbal and written communication skills
- Professional, mature, responsible, and enthusiastic attitude
- Ability to represent the Alliance and its membership in a positive, professional manner
- Available to work at designated weekend or evening events

#### **Salary Information:**

TBD