

# Washington Sun-Growers Industry Association

## Job Description: Executive Director

The Executive Director Reporting to the Board of Directors, the Executive Director (ED) will have overall strategic and operational responsibility for WSIA Nonprofit's staff, programs, expansion, and execution of its mission. In this role, the ED will initially develop deep knowledge of industry field, core programs, and operations in order to further develop the mission statement and business plan.

### Responsibilities

#### Leadership & Management:

- Ensure ongoing local programmatic excellence, rigorous program evaluation, and consistent quality of finance and administration, fundraising, communications, and systems; recommend timelines and resources needed to achieve the strategic goals
- Actively engage and energize WSIA Nonprofit volunteers, board members, event committees, partnering organizations, and funders
- Develop, maintain, and support a strong Board of Directors: serve as ex-officio of each committee, seek and build board involvement with strategic direction for both ongoing local operations as well as for the national rollout
- Lead, coach, develop, and retain WSIA Nonprofit's high-performance senior management team Ensure effective systems to track scaling progress, and regularly evaluate program components, so as to measure successes that can be effectively communicated to the board, funders, and other constituents

#### Fundraising & Communications:

- Expand local revenue generating and fundraising activities to support existing program operations and regional expansion while simultaneously retiring building debt
- Deepen and refine all aspects of communications—from web presence to external relations with the goal of creating a stronger brand
- Use external presence and relationships to garner new opportunities

#### Planning & New Business:

- Design the national expansion and complete the strategic business planning process for the program expansion into new markets

- Begin to build partnerships in new markets, establishing relationships with the funders, and political and community leaders at each expansion site
- Be an external local and national presence that publishes and communicates program results with an emphasis on the successes of the local program as a model for regional and national replication

## Qualifications

The ED will be thoroughly committed to the nonprofit's mission. All candidates should have proven leadership, coaching, and relationship management experience. Concrete demonstrable experience and other qualifications include:

- Advanced degree, ideally an MBA, with at least 10 years of senior management experience; track record of effectively leading and regionally and/or nationally scaling a performance- and outcomes-based organization and staff; ability to point to specific examples of having developed and operationalized strategies that have taken an organization to the next stage of growth
- Unwavering commitment to quality programs and data-driven program evaluation
- Excellence in organizational management with the ability to coach staff, manage, and develop high-performance teams, set and achieve strategic objectives, and manage a budget
- Past success working with a Board of Directors with the ability to cultivate existing board member relationships
- Strong marketing, public relations, and fundraising experience with the ability to engage a wide range of stakeholders and cultures
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills
- Action-oriented, entrepreneurial, adaptable, and innovative approach to business planning
- Ability to work effectively in collaboration with diverse groups of people
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed

## About WSIA

The WSIA was founded in the spring of 2014 to lobby the Liquor Control Board to license outdoor grows in time to get a crop out for the opening of the stores planned for the summer of 2014. Founders David Rice and Jeremy Moberg originally formed the Okanogan Cannabis Association, which successfully lobbied the LCB to allow growing outdoors given the huge energy requirements of indoor warehouse grows; the original proposed rules limited production to indoors only. The WSIA continues to be a respected group among the LCB and many representatives and senators.

The WSIA seeks to influence rulemaking and legislation in ways that improves efficiencies in operations and supports sustainably grown outdoor cannabis. The association seeks to gain agricultural rights for sun-growers growing on agricultural designated land with the appropriate water

rights and zoning requirements. Currently there is not a well organized and funded group representing sun-growers. Support for the WSIA comes from groups interested in developing agriculture crops, environmental groups, retailers interested in sustainable and low cost product, and processors interested in sourcing pesticide free product. The WSIA seeks to increase consumer knowledge and awareness of the superior quality and sustainability of properly grown and cared for cannabis grown under the sun.

The WSIA has worked in collaboration with group in Oregon and California to develop a certification for sustainably produced cannabis called Certified Sun-grown. The group has actively participated in developing this standard and administering it to licensed grower in the state.

For more information, please visit [www.washingtonsungrowers.org](http://www.washingtonsungrowers.org)

<http://www.certifiedsungrown.org/>