

OREGON POTATO COMMISSION POSITION DESCRIPTION

SECTION 1 - POSITION INFORMATION

Position Title:	Executive Director
Position Category:	Executive Service
Agency Number:	658000
Work Location:	Office currently in Portland, Oregon
Position:	Permanent, Full-Time
FLSA:	Exempt
Eligible for Overtime:	No

SECTION 2 - PROGRAM/POSITION INFORMATION

The Oregon Potato Commission (OPC) was established in 1949 under Oregon law 576, to represent the Oregon Potato Growers in: Education, Trade Development, Research, Legislative Affairs and Public Relations. The Executive Director (ED) reports to a ten-member Commission made of eight potato producers, one potato handler and one member of the public from around the state, appointed by the Director of Oregon Department of Agriculture to represent their region. Ex-Officio members on the Commission include representatives of the Director of the Oregon Department of Agriculture and the Dean of the College of Agricultural Sciences at Oregon State University. Potato production is currently assessed at \$.05 per hundred weight to carry out the activities of the commission.

ORS 576.304 Authority of commodity commissions; rules. A commodity commission may:

(1) Appoint all subordinate officers and employees of the commission, prescribe their duties and fix their compensation.

The ED is responsible for carrying out policy directives developed by the Commission members in a manner consistent with state and federal rules, regulations, laws, and policies, and for meeting the mission and objectives set by the Commission.

OPC Mission Statement: *“We make Oregon Potatoes Vital.”*

SECTION 3 - DESCRIPTION OF OPC COMMITTEE OVERSIGHT DUTIES

1. Education
 - i. Provide material to the public regarding the Healthy and Nutritious benefits of Delicious Oregon Potatoes.
2. Trade Development
 - i. Represent the Oregon potato industry in new market access.

- ii. Work to lower all trade barriers including: Phyto-Sanitary concerns and tariffs, and increase quotas when possible.
 - iii. Participate with Oregon Department of Agriculture (ODA) State/National Potato Organizations and USDA/APHIS.
3. Transportation
- i. Work with local and national partners such as Ag Transportation Coalition (AgTC) and National Potato Council (NPC).
4. Research
- i. Work with all partners providing potato research associated with Pest, Disease, Variety Development and Soil Health including but not limited to:
 - a. Tri-State University Potato Research Team
 - b. Tri-State Potato Research Consortium
 - c. NPC and Potatoes USA Research Committees
 - d. National Fry Process Trials
 - e. USDA/ARS
 - f. Oregon State University
5. Legislative Affairs
- i. Cooperate and communicate effectively with government officials. These include both state and nationally elected members as well as government agencies.
 - ii. Stay current and report to the commission on developments related to existing and proposed state, federal and international legislation and other regulations with regards to tariffs, duties, reciprocal trade agreements, maximum residue levels, import quotas and other matters affecting Oregon potatoes. As authorized by the Commission, represent and protect the interests of the Oregon potato industry regarding any legislation, proposed legislation or action affecting the Oregon potato industry. Stay informed, advocate for scientific research, report, and advocate for regulations that improve conditions for the Oregon Potato industry.
 - iii. Contract with registered Oregon lobbyist to protect the interests of the Oregon Potato Growers.
6. Public Relations
- i. The ED coordinates industry responses to the media in crisis situations and develops and protects relationships with consumers as it relates to the sale, consumption, and perception of the Oregon potato product.
 - ii. At the Commission's direction, serves on committees of government and non-government organizations to represent the interests of Oregon Potato industry and attends meetings as feasible and appropriate.

Planning:

1. Develop, recommend and implement the Commission-approved plan to promote Oregon potato products on an annual basis. Recommend ways the Commission can establish appropriate measures to evaluate the effectiveness of the marketing program elements. Ensure that Commissioners can effectively evaluate and measure the effectiveness of promotion activities.
2. Develop, recommend and implement on an annual basis the Commission-approved Operational/Fiscal Plan. The Operational/Fiscal Plan includes activities that will be carried out during the following Fiscal Year.
3. Facilitate periodic strategic planning and long-range goal setting process.

Communication and Public Education:

1. Develop and recommend to the Commission a multi-faceted cost-effective communication plan to promote the use and consumption of Oregon-grown potatoes to regional, national, and international markets and consumers. Implement Commission-approved plans.
2. As approved by the Commission, this position is responsible for arranging logistics and attending various promotional and other industry-related activities regionally, nationally and internationally at food-related trade shows, schools, festivals, fairs, or similar events.
3. Create and maintain working relationships with chefs and food professionals, school nutritionists, hotel and restaurant industry officials, tourism and food writers, bloggers, and others to promote the value of potato products in the diet. Provide information to these groups about proper handling of potato products.
4. Recommend to the Commission initiatives to collaborate with other organizations to promote Oregon commodities at state, national and international activities.
5. Develop, implement, and maintain frequent communication with Commission members, the ODA, Oregon State University College of Agriculture, National Potato Council, Potatoes USA, and other agencies and stakeholders. Encourage representatives from these organizations to attend OPC Quarterly Meetings.
6. Maintain regular communications with the Oregon potato industry by multiple communication vehicles including newsletter, attending local district potato meetings and holding quarterly OPC meetings open to the public at different locations around the state.
7. Coordinate industry response and represent industry to the media in crisis situations and in other public relations circumstances.

8. Carry out other relative duties as assigned.

Administrative:

1. Operate the Commission's office during regular business hours Monday through Friday, including overseeing the maintenance and accuracy of any web or social media presence. This includes but isn't limited to arranging and maintaining leases and workspaces, and ensuring the procurement of equipment necessary for a professional office such as: phone lines, fax lines, voicemail, copier, email addresses, website hosting, computer data server, database, and back up of data, all of which should be provided and maintained in good working order.
2. With the Chair, plan, coordinate and facilitate a minimum of four Oregon Potato Commission face-to-face public meetings and one budget hearing during each fiscal year. Schedule meetings in the various potato growing regions around Oregon. Schedule telephone meetings as needed throughout the year.
 - i. Draft agendas for review by the Chair and the Committee's Chairs.
 - ii. Ensure that notice for the meetings is provided in compliance with state law, in consultation with Department of Agriculture legal counsel when necessary.
 - a. Ensure that meeting materials including agenda, minutes and financials are prepared in advance of the meeting and made available to the Commissioners, ODA and others in accordance with law and policy.
 - b. Ensure that minutes are taken during the OPC meeting and, following the meeting, are prepared and distributed in a timely manner.
 - c. At Commission meetings, present a verbal summary of activities and industry concerns.
3. Prepare and administer personal service contracts, agreements and research grants, as authorized by the Commission to carry out Commission programs. Maintain frequent contact with vendors and researchers to monitor progress of work. Advise Commissioners of work progress. Seek amendments to contracts and agreements when needed.
4. Prepare, disburse and manage retention of commission records according to Oregon Administrative Rules including State Public Records Law and/or Archive rules, where applicable. Examples of Commission records include meeting notices, minutes, correspondence, contracts, operational plans, assessment records, financial records, mailing lists, databases, promotion plans, and other documents.
5. Ensure that Commissioners and staff are aware of and follow all applicable state and federal laws, and Commission policies and procedures.

6. Prepare annual Operation Plan for adoption by the Commission and ensure it is sent to the state in a timely manner.
7. Stay current on changes to state laws and state policies. Schedule annual review of Commission policies and procedures.
8. Draft Administrative Rules as needed and following state processes for notice and adoption.
9. Ensure Commissioners review OPC Policies and Procedures annually. Update as needed.
10. Complete other projects and programs as may be assigned by the Commission.

Fiscal:

1. Oversee preparation of and review accurate financial records, monthly financial reports, including balance sheet that compares budgeted to actual revenues and expenditures, income statement, and assessment reports.
2. Work with Commissioners to prepare a draft budget annually for approval by Commission pursuant to ORS 576.395 through ORS 576.495.
3. Administer budget expenditures consistent with state and federal requirements, the Oregon Accounting Manual, the OPC Policies and Procedure Manual, and sound fiscal practices.
4. Administer the collection of producer assessments as set forth in state laws ORS 576.325 through 576.392 and related Oregon Administrative Rules (OARs). Ensure that delinquent account procedures are used.
5. Ensure that one individual handles receivable accounts and that payable accounts are handled by another individual.
6. Administer preparation of annual state year-end financial statements and other financial reports related to program expenditures and commission operations.
7. Ensure that the Commission contracts with a municipal auditor for a financial statement audit as set forth in OAR 603-042-0010(4).

Supervisory:

1. Assign work to Administrative Director/Bookkeeper (1 FTE) and Administrative Assistant (.5 FTE). Ensure work is completed in a satisfactory and timely manner. Prepare and conduct performance appraisal evaluations at least once a year prior to the Commission adopting its fiscal year budget. Recommend FTE and salary adjustments commensurate with duties performed to the Commission for consideration during preparation of the Commission's budget.

2. Administer a personnel policy that includes applicable state policies and procedures for hiring, disciplinary action, and terminating employees. Administer office procedures.

SECTION 4 - REVIEW OF WORK

1. The Director reports directly to the ten members of the Oregon Potato Commission who make policy decisions that the ED carries out. The ED communicates with the Chair on a frequent basis.
2. The Director's performance is reviewed on an annual basis by the Commission members in an Executive Session as permitted by ORS 192.660(2)(i), Performance Evaluations of Employees, unless the employee requests the performance evaluation may be conducted during an open meeting. The ten Commissioners determine any salary adjustments annually as part of the budgeting process.

SECTION 5 – WORKING CONDITIONS AND REQUIREMENTS

1. As a professional, the Director works at least 37.5 hours a week on a five-day a week basis, unless otherwise approved or determine by the Commission. Maintains and fosters a professional office environment and positive, collaborative, and respectful working relationships with and among staff.
2. Travel out of town, periodic weekend and multi-day travel required.
3. Applicant must have, or be able to obtain, a valid Oregon driver's license; have a good driving record and an automobile in good operating condition; or be able to provide an alternative method of transportation that is acceptable to the OPC.
4. Routine private vehicle travel. Private vehicle mileage is reimbursed at the approved State of Oregon rate (.545 per mile for 2018).
5. May occasionally encounter and work with people with strong opinions.
6. The Director works with financial and business information specific to the assessment payers of Oregon's potato industry and must handle that information in a manner that conveys respect for its proprietary nature.
7. Must exercise discretion related to potato breeding and incumbent intellectual property rights.
8. Must have a valid passport, or be able to obtain one, and be able to travel internationally.

SECTION 6 – GUIDELINES

The Director is responsible for reviewing and understanding statutes, administrative rules, and policies and procedures as they relate to the administration and operation of an Oregon Commodity Commission. Examples are:

1. ORS 576 and other statutes.
2. Administrative Rule Chapters 658, 603 and other administrative rules governing state agencies.
3. Oregon Department of Administrative Services policies, including applicable HR policies.
4. ORS 244, Oregon Ethics Laws.
5. ORS 192, Oregon Public Record and Meetings Law
6. Oregon Attorney General's Administrative Law Manual and Uniform and Model Rules of Procedure under the Administrative Procedure Act.
7. Oregon Attorney General's Public Records and Meetings Manual.
8. Oregon Attorney General's Public Contracts Manual.
9. OPC Policies and Procedures Manual.

SECTION 7 -- SUPERVISORY DUTIES

This position directly supervises 1.5 FTE.

The OPC office is open five business days per week from 8:00 am to 4:00 pm each day with a 30-minute lunch.

SECTION 8 - QUALIFICATIONS

Minimum qualifications: *(Application materials must demonstrate your successful experience in items 1 through 8 below in order to qualify for an interview.)*

1. A record of success as a dynamic, innovative and visionary leader who demonstrates good judgment and the ability to motivate, collaborate, and attain consensus to achieve results.
2. Excellent verbal, written and personal communication skills; successful facilitation of groups and experience making presentations to a range of audiences and the ability to represent an industry in a compelling, engaging and effective manner.
3. Bachelor's degree or equivalent experience in agriculture, business, public administration, marketing, or government relations.
4. Knowledge of the agriculture industry.
5. Proven knowledge of developing and managing a budget.
6. Knowledge of state and national government.
7. High work standards.

8. Strong organizational and analytical ability, good judgment and effective use of time-management skills.

Preferred qualifications: *(Those who demonstrate the following qualities in application materials, and meet all the minimum qualifications above, will qualify for an interview.)*

1. General knowledge of the potato industry or related fields.
2. Demonstrated success in writing grants, business proposals, or a plan of work for fund-raising.
3. Experience successfully supervising and delegating work.
4. Experience with government agencies or legislative offices.
5. A Master's degree or PhD in business administration, public administration, communication, marketing, agriculture, or similar concentration from an accredited university.
6. Demonstrated ability to work with a variety of people and personalities.
7. Experience developing and implementing communication or marketing plans.
8. Demonstrated commitment to public service, for instance through involvement with volunteer service organizations.

SECTION 9 - ADDITIONAL JOB-RELATED INFORMATION

Must be a self-starter with high degree of business sense and savvy, the ability to establish and maintain effective working relationships internally and externally, effective verbal and written communication skills, and the ability to adhere to and work to implement the Commission's policy and managerial direction. Will be expected to lead growth in the industry by recommending programs to the Commission, then following projects through from beginning to end. Expected to stay current on industry developments, on promotion opportunities, and effective communications methods. Must be able work in a small office environment, to handle multiple tasks with attention to detail, use excellent time management and organizational skills, collaborate with a wide range of personalities, delegate work and work independently. Must be computer literate. Position may require travel approximately 30% of the time including occasional night and weekend work and travel.

SECTION 10 - COMPENSATION

Salary and compensation commensurate with experience. Starting range \$85,000-\$125,000, depending upon experience.

As a state agency, the OPC provides a benefit package including medical, vision and dental insurance; paid vacation, sick leave and holidays; and contribution toward the

state retirement plan. Options for life and disability insurance are available. The position is a full-time professional position and is not eligible for overtime.

SECTION 11 – APPLICABLE U.S. and OREGON POLICIES

Must be legally authorized to work in the United States or be able to obtain an Employment Authorization Document to prove eligibility to work in the United States and provide proof of legal employment status. Must produce proof of identity and work authorization within 10 working days of accepting offer of employment.

The Commission follows state of Oregon policy 40-055-03: it is committed to providing preference to hiring and promoting qualified veterans and disabled veterans. Veterans who wish to obtain preference points must provide a copy of the DD214 or 215. Disabled veterans must provide a copy of the DD214 and a copy of the letter from the US Dept. of Veterans Affairs indicating a disability rating unless that information is in the DD214 or 215. For veterans' preference points to apply, all required application materials must be submitted and all minimum qualifications and preferred qualifications of the position must be met.

OPC is an equal opportunity employer. For additional information or if you need an alternate format in order to complete the application process, please contact Kris Anderson, ODA Commodity Commission Program Office, 1207 NW Naito Parkway, Suite 104, Portland, OR 97209.

SECTION 12 – HOW TO APPLY

Application materials must be received by: November 16, 2018

Send the following application materials:

1. A 1-page cover letter,
2. A resume (no more than 3 pages)
3. Completed Job Application

Send a complete packet of application material to both locations:

Mark Ward
1500 H. Street
Baker, OR 97814

Kristyn Anderson
ODA Commodity Commission Program Office
1207 NW Naito Parkway, Suite 104
Portland, OR 97209

No email or faxed application materials will be accepted.