



Executive Director Opportunity, Potato Sustainability Alliance

May 2021

The Potato Sustainability Alliance (PSA) is immediately seeking a motivated professional to serve as Executive Director. PSA is an incorporated nonprofit organization representing the interests of potato supply chain from farming to fresh pack, processing, variety development, farm input suppliers and environmental non-government organizations. In the complex world of food production, on an increasing basis buyers and consumers want to purchase quality food at a reasonable price but also want to know their purchase decision supports sustainable agriculture. The Alliance focuses on potato production at the farm yet brings together a diverse group all of whom have a vested interest in collaborating to support sustainable potato production. In general, the work of the PSA is to define, measure, influence and communicate about sustainable potato production in North America.

The organization is governed by a board of directors representing the various membership groups including an executive committee to ensure the business of PSA proceeds in an efficient manner. Members agree to work together in a pre-competitive manner and are guided by an Anti-Trust policy. Administrative support is provided on a contractual basis by the Integrated Pest Management Institute located in Madison Wisconsin.

Reporting to the Board of Directors, the Executive Director (ED) will have overall strategic and operational responsibility for PSA, programs, expansion, and execution of its mission. The successful applicant will initially develop deep knowledge of field, core programs, operations, and business plans. The ideal Executive Director is an experienced professional with excellent organization and communication skills, and past success working with a Board of Directors with the ability to cultivate existing board members relationships.

Leadership and Management:

- Help maintain and support a strong Board of Directors; serve as ex-officio of committees; seek and build board involvement with strategic direction.
- Cultivate and maintain a working relationship with the Board Chair (the ED is accountable to the Board through the Chair).
- Work closely with the diverse membership of PSA to lead the Potato Sustainability Alliance (PSA) to be the recognized leader in potato sustainability.
- Work with the Treasurer to develop and deliver on an annual financial plan.
- Manage the business of the organization with a focus on delivering key results.

Planning and New Business:

- The Executive Director will be responsible for developing and delivering near-term operational plans and is expected to lead and engage the Board in periodic strategic planning.
- Identify and build new strategic partnerships and memberships with potato value chain interests.

Communication:

- The ED is not expected to be an expert in either potato production or 'sustainability' but from time to time, the ED will be required to represent the interests of the organization and will require an understanding of the mission.
- It is the responsibility of the Executive Director to ensure the Board is adequately informed on key issues on an ongoing basis.
- To work with the Communications Committee to ensure members are informed, engaged and to identify communications opportunities to broader interests.

Operations:

- PSA is a small and nimble organization. This will require some hands-on support from the ED (budgeting, managing finances, coordinating with the IPM Institute in Madison Wisconsin regarding administrative functions).
- PSA is a virtual entity with no defined home base and the Executive Director will be expected to work from home either in Canada or the United States.
- There will be periodic travelling that will include PSA board meetings, planning sessions, attending conferences, business meetings with prospective partners. Although not extensive, the ED could expect 6 to 8 business trips per year.

Desired Skills:

- Strategic leader to drive the organization toward a unified vision.
- Adept at cultivating key relationships within and external to the PSA.
- Willing to listen with an open mind with culture as a priority.
- 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.
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills
- Ability to work effectively in collaboration with diverse groups of people.
- Understanding of agriculture, data, and how to communicate to members and stakeholders.
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed

Qualifications:

- Post-secondary degree, with at least 15 years of work experience in progressively senior roles, a track record of effectively leading and regionally and/or nationally scaling a performance- and outcomes-based organization. ability to point to specific examples of having developed and operationalized strategies that have taken an organization to the next stage of growth.
- Past success working with a Board of Directors or an equivalent multistakeholder group.
- 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.
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills
- Ability to work effectively in collaboration with diverse groups of people.
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed
- Authorized to work in either the United States or Canada

Benefits for this opening are negotiable. **Applications will be received on or before May 31, 2021. Please submit a cover letter, resume and 3 references to info@potatosustainability.org**