

## **Wyoming Wool Growers Association Executive Director Job Description**

### **Position Overview**

The Wyoming Wool Growers Association is soliciting applicants for Executive Director position located in Casper, Wyoming. For over 100 years the Wyoming Wool Growers Association has worked for WY sheep producers in policy advocacy, education, and lamb and wool product promotion. Wyoming ranks 4<sup>th</sup> in total sheep and lamb numbers, 3<sup>rd</sup> in breeding sheep inventories, and 1<sup>st</sup> in total value of wool production in the U.S. The Executive Director is the public face and spokesperson for the organization and is responsible for maintaining communication with members, and relationships with key partners, agency staff, and governmental leaders.

The successful candidate will possess excellent organizational, communication, and interpersonal skills. Maintaining a close relationship with WWGA Board of Directors, the Executive Director oversees the overall operation of the organization in support of WWGA's mission, including reviewing and evaluating the success of program activities and allocating resources for maximum effectiveness. The Executive Director provides information and counsel to the Board, sub-committees, and members in the creation of policies, programs, and strategic direction of the organization, and documents all activities pertaining to programs, marketing, and events.

Internally, the Executive Director oversees daily operations and administration of the organization, including but not limited to leading fundraising, administrative, membership, and other operational functions, supervising support staff, and managing WWGA's property and inventory.

### **Primary Duties include but are not limited to:**

#### ***Communications, Membership, and Event Management***

- Maintains social media accounts and the WWGA website.
- Works with media outlets, community leaders, and industry representatives to promote the sheep industry and share WWGA activities.
- Creates and distributes regular (at least monthly) electronic newsletter communications with membership, and expands marketing and communications materials as needed.
- Attends local annual association meetings and communicates with the membership the activities of WWGA; attends meetings and events of other related organizations, which may include but may not be limited to: American Sheep Industry Association, Wyoming Stock Growers, University of Wyoming, Wyoming Animal Damage Management Board, and predator board meetings.
- Assists the Board in membership drives and programs. Actively develops programs to recruit new members and increase membership.
- Manages membership roster and dues, and reports roster to the American Sheep Industry Association and the WWGA Board.
- Works with allied industries to solicit and bring in sponsorships and work on ways to connect membership with industry partners.

- Manages promotions and events including the promotion and/or planning for various events throughout the year including but not limited to the Wyoming Ram Sale and the semi-annual WWGA conventions (winter and summer). Management of programs and events includes but is not limited to securing locations, advertising, marketing, staffing support, budgeting, securing sponsorships for event, working with stakeholders, and follow-up work.
- Implementing new events and programs to raise awareness of the sheep industry and fundraise for the association.
- Coordinates with University of Wyoming on ram test expenditures, fee schedules, and reimbursements.

### ***Advocacy and Policy***

- Works with and maintains positive relationships with WWGA board, Association members, and other organizations and agencies on issues and programs that affect the sheep industry.
- Coordinates WWGA policy on issues that concern the Association. Builds lasting relationships with key partners and government entities and communicates with State and Federal elected officials on matters affecting state and national sheep industry issues.
- Testifies at legislative hearings on behalf of the WWGA and its members and serves as our industry advocate. Prepares WWGA comments on agency actions or policies that impact the domestic sheep industry.

### **Desired Qualifications:**

- Excellent organizational management skills
- Excellent oral and written communication skills
- Demonstrated ability to maintain robust social media presence
- Experience working with board of directors with appropriate facilitation skills
- Experience seeking and managing grant funding
- Knowledge of animal agriculture and pertinent policy issues

### **Required Materials:**

The following application materials should be sent to [wyowool@icloud.com](mailto:wyo wool@icloud.com):

- Cover letter with desired salary range
- Resume or CV
- Contact information for three professional references

For position inquiries please contact WWGA President Regan Smith at 307.899.6130

### **Timeline**

Screening of applicants will begin on March 25<sup>th</sup> and will continue until a suitable applicant is identified.