



# **American Sheep Industry Association**

## **Executive Director / CEO / President**

### **Position Description**

Denver, Colorado Metro Area, Hybrid Potential

**Reports To:** Executive Board and Board of Directors

### **Position Summary**

The Executive Director serves as the chief executive officer of the organization and is responsible for providing visionary and strategic leadership, overseeing daily operations, ensuring financial sustainability, building and maintaining strategic partnerships in agriculture and livestock industries and throughout the sheep industry while advancing the mission, vision, and goals of the organization. Tasked with setting the vision, developing strategic goals, and ensuring operational efficiency, the Executive Director is a dynamic leader who balances risk, innovation, and stakeholder interests for the overall success, growth, and sustainability of the organization. This role requires exceptional strategic thinking, communication, and leadership skills, as the Executive Director becomes both the public face and the driving force behind the organization's endeavors.

### **Key Responsibilities**

#### **Leadership & Strategy**

- The Executive Director works closely with the Board of Directors, staff, and stakeholders to develop and implement policies, programs, and initiatives that drive organizational growth and impact.
- Adapt strategies proactively, accounting for regional issues, in an evolving global market.
- Provide vision, leadership, and overall direction for the organization.
- Develop and execute strategic plans in alignment with the mission and goals.
- Advise and support the Board of Directors in governance and policymaking.
- Foster a positive organizational culture that supports innovative thought, diversity, equity, collaboration and communication.
- Attract and retain competent and motivated staff talent.
- Manage resource needs across the organization.
- Attracts, selects, on-boards, develops and retains high performing talent; strengthens and deepens talent bench and succession.

- Partners with peers ensuring consistency (quality, standards, policies, processes and practices).
- Leads by Example in building and sustaining a scalable organization; creates a forward looking culture of ownership and accountability; delegates for development and growth; identifies and sets up high performers for success; is self-aware and a learner.
- Effectively leads in a global, complex environment; sets clear expectations; coaches and mentors for success; consistently communicates and connects; fosters a continuous learning environment.

## **Operations & Program Management**

- Oversee daily operations to ensure they are efficient, effective, and aligned with strategic goals.
- Monitor key performance indicators and ensure departments, staff, volunteer councils and committees work cohesively to achieve objectives.
- Oversee the design, delivery, and evaluation of programs that provide education, resources, and advocacy for farmers and agricultural stakeholders.
- Monitor agricultural policy developments and guide advocacy efforts that align with the organization's mission.
- Ensure compliance with legal, regulatory, and funding requirements.
- Manage staff and volunteers, promoting professional development and team effectiveness.
- Oversee the planning, implementation, and evaluation of programs and services including annual meeting/convention
- Implement efficient systems, processes, and technology to support operations.
- Collaborates with industry leaders and engagement of subject experts.

## **Financial Management**

- Develop and manage the annual budget in collaboration with the board.
- Ensure financial accountability, transparency, and compliance with applicable laws and ASI bylaws
- Ensure transparent financial practices and compliance with nonprofit, organizational and federal standards and regulations.
- Lead and/or oversee fundraising, grants, sponsorships, and revenue-generating initiatives, including donor and partner cultivation, government funding opportunities.
- Monitor financial performance and fiscal stability and provide regular reports to the Board.
- Management of government funding experience preferred.

## **External Relations**

- Cultivate and maintain strong relationships with donors, funders, community leaders, and partners.
- Serve as the primary spokesperson and advocate for the organization, in coordination with the officer team, executive board and any lobbyists on staff.
- Lead marketing, public relations, and communication strategies to enhance visibility.
- Represent the organization at events, conferences, and public forums.

- Lead public relations activities, including but not limited to oversight of media outreach, press releases, communications strategies, articles and publications.
- Advocate for policies, regulations, procedures and practices that benefit the sheep industry in the U.S. by enhancing visibility in Washington, DC and oversight of all legislative, policy and regulatory activities that supports the policies and overall well-being of the U.S. sheep and wool industry.
- Develop relationships with other outside agricultural groups with like-minded vision and mission.

## **Internal Relations**

- Cultivate and maintain strong relationships with affiliate, member, state and partner organizations.
- Serve as the primary spokesperson and advocate for the organization to the membership.
- Lead marketing, public relations, and communication strategies to enhance communication and foster education to the membership.
- Support councils and committees.
- Communicate regularly with officer team.

## **Executive Board Relations & Governance**

- Coordinate, attend and/or participate in all board meetings and calls/zooms.
- Work closely with the board to ensure strong governance and effective decision-making aligning with the mission of the organization.
- Provide timely and accurate reports and information to support board oversight.
- Provide for board orientation and development.
- Support board committees and implement board-approved policies.
- Support strategic planning and succession planning activities of the board.

## **Qualifications**

- Bachelor's degree required, Advanced degree in agriculture, nonprofit management, business administration, public policy, or related field preferred.
- Extensive leadership experience, ideally in nonprofit or relevant organizations.
- Prefer an agricultural background and strong knowledge of the livestock industry. In-depth understanding of market dynamics, policy, competition, and regulatory frameworks within the livestock sector preferred.
- Demonstrated success in strategic planning, fundraising, grant management, financial management, and staff leadership.
- Strong written and verbal communication, negotiation, and interpersonal skills.
- Ability to build relationships and collaborate with diverse stakeholders and government officials.
- Proven ability to inspire, motivate, and lead teams in collaboration in achieving organizational goals.
- Proven background of integrity and ethical decision-making.
- Demonstrated vision, strategy and growth experience.

- Financial acumen (P&L, budget, forecast, resources etc.).
- Demonstrated global leadership experience, ideally in a complex, virtual and matrix environment leading large multi-functional teams.

## About ASI

The American Sheep Industry Association (ASI) is the national trade organization representing the nation's 100,000 sheep-producing farms and ranches. ASI is a federation of 42 state sheep producer affiliates and provides the federal representation on legislative and regulatory topics of the industry. The Association operates on member dues for all legislative, regulatory, and membership services and provides American wool marketing, research, promotion and sheep production support via a mix of industry and federal funds at a \$4 million level. The association headquarters in the Denver, Colorado metro area operates currently with nine staff and multiple contractors in China, India and Europe as well as federal government procurement contracts.

*The American Sheep Industry Association prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program.*