



THE
MUSHROOM
COUNCIL

JOB POSTING
Mushroom Council
May 1, 2024

Job details

Job type: Full-time

Location: Continental United States

Full job description

Lead the charge as the President of Mushroom Council and shape the future of our organization. Set the course for success by crafting innovative strategies and policies that drive our mission forward. With a budget of \$5M annually, you will have the resources to make a significant impact. Be the face of our industry, engaging with USDA, growers, food industry influencers, and media to advocate for our cause. Your leadership will guide our volunteer-based board through complex challenges, ensuring alignment with our vision of enhancing grower returns and expanding consumer awareness. From marketing initiatives to regulatory compliance, you'll oversee it all with professionalism and finesse. Join us in championing the growth and profitability of fresh mushroom consumption.

About Mushroom Council

The Mushroom Council is composed of fresh market producers or importers who average more than 500,000 pounds of mushrooms produced or imported annually. The mushroom program is authorized by the Mushroom Promotion, Research and Consumer Information Act of 1990 and is administered by the Mushroom Council under the supervision of the Agricultural Marketing Service. Research and promotion programs help to expand, maintain, and develop markets for individual agricultural commodities in the United States and abroad. These industry programs are requested and funded by the industry groups that they serve.

Reporting Relationships

This position reports directly to the Mushroom Council Board of Directors.

The President is responsible for one direct report, several agencies, and consultants.

Duties & Key Responsibilities

Strategic and Operational Leadership:

- Drive strategic goal development in collaboration with the Board and Committees.
- Facilitate board meetings to gather input on promotional activities and budgeting direction.
- Maintain a strong image of the Council through engagement with industry.

Financial Stewardship:

- Manage a \$5 million budget, adjusting for industry priorities.
- Monitor budget expenditures for policy and federal compliance, providing regular financial reports.

Staff Direction:

- Recruit, motivate, and manage staff, overseeing projects and determining compensation.

- Review and approve benefit packages and serve as an administrator for the 401k.

Relationship Management:

- Foster inclusive relationships with USDA, Board, staff, and industry, emphasizing transparency and open dialogue.
- Engage in communications with growers, handler sales and marketing teams, and other stakeholders to align Council programs with industry goals.

Program Execution:

- Provide visionary direction for promotion and advertising to enhance mushroom consumption.
- Develop, implement and assess advertising plans to boost sales domestically.
- Analyze research to identify market trends and enhance program effectiveness.
- Select and evaluate advertising agencies to optimize exposure and ROI.

Education & Specific Qualifications:

- Bachelor's degree in relevant field (e.g., business administration, marketing, finance)
- Minimum 10 years of senior management experience with financial responsibility.
- Understanding of agribusiness and non-profit entities, including board leadership.
- Strong leadership and administrative skills.
- Exceptional written and verbal communication abilities.
- Charismatic public spokesperson with industry credibility.
- Comfortable presenting to diverse audiences and engaging with the press.
- Direct experience in marketing and public relations.
- International business experience preferred.
- Knowledgeable in retail, food service, and consumer marketing.
- Background in social media marketing and advertising.

Desired Qualities:

- Integrity: Impeccably honest, discreet with confidential information.
- Strategic Thinker: Visionary, adept at implementing strategies.
- Consensus Builder: Diplomatic, unites diverse groups effectively.
- Strategic Agility: Balances long-term vision with daily decisions.
- Inspiring Leadership: Enthusiastic motivator drives industry change.
- Initiative: Self-starter achieves goals independently and within budget.
- Negotiation Skills: Strong negotiator, adept at influencing and gaining support.
- Flexibility: Willingness to travel regularly.

If interested please email your resume and pertinent information illustrating your history and qualifications to careers@mushroomcouncil.org.

Mushroom Council provides equal employment opportunity to all employees and applicants regardless of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, veterans' status, sexual orientation, genetic information, political beliefs, or any other basis. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotope, etc.) should contact the Mushroom Council at (650) 380-1689.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [USDA AD 3027-Program Discrimination Complaint Form](https://www.usda.gov/program-discrimination-complaint-form) and at any USDA office or write a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov. Additional information on program discrimination complaints can be found at: <https://www.usda.gov/oascr/filing-program-discrimination-complaint-usda-customer>