

**JOB TITLE: Executive Director**

**REPORTS TO: Board of Directors**

**Hire date: November 15th, 2021**

### **JOB DESCRIPTION**

The Executive Director (ED) is responsible for achieving the Mission Statement of the Guild: to promote and protect New Mexico's craft brewers and help cultivate a collaborative spirit across the state and beyond. They are also tasked with executing the goals of the Strategic Growth Plan as set forth by the Board of Directors.

This position is expected to implement the structure, process, and financials to lead the organization to performance excellence. The ED is responsible for managing all elements of the Guild including fundraising, membership, financial, events, media and marketing, support of legislative activity and administrative duties. This position will require passion for the industry, ability to work in a fast-paced environment, coordinating concurrent projects, and utilizing the Board of Directors. The ED must be a self-motivated individual, with the ability to work and achieve goals independently.

### **KEY RESPONSIBILITIES AND ACCOUNTABILITIES:**

#### **Report to Board of Directors**

- Quarterly presentation to Board of Directors
- Lead and direct all Board of Directors meetings
- Facilitate and guide Board elections process
- Maintain and manage a fully operational office
- Coordinate the Board of Directors, Committees, Guild members, volunteers to achieve goals.

#### **Administrative *(including but not limited to):***

- Oversight of all Guild documents, reporting requirements and various accounting/filing requirements
- Maintain Guild records and files
- Maintain and manage Guild insurance and legal needs
- Responsible for all contracts with independent contractors and vendors
- Oversee and manage all database systems and records

**Financial** *(including but not limited to):*

- Oversee financial reports (budget, cash flow, balance sheet, P&L, etc.) and report to the Financial Committee monthly
- Develop an annual budget in conjunction with the financial committee and full Board.
- Responsible for meeting annual budget
- Meet revenue goals, manage A/R and A/P
- Initiate, develop and implement fundraising programs

**Membership**

- Responsible for maintaining accurate and current membership lists
- Responsible for growing all levels of membership
- Regular outreach and communication to membership including meetings and phone calls and online Forum
- Coordinate visitation on every member with Board of Directors representation at least once every 12 months
- Develop new and innovative membership benefits
- Develop new relationships with potential associate members and continually provide value to associate members

**Support Political Affairs**

- Support and assist in execution of political awareness campaign including legislator and policymaker outreach, beer tastings and informational events at the state Capitol Develop programs, documents and initiatives that support political affairs mission

**Communications**

- Manage all public relations and communications
- Oversee and manage web site. Update content monthly. Develop new web site content on quarterly basis
- Manage various social media accounts on behalf of the Guild

**Events**

- Member events: coordinate and execute in conjunction with the Events Committee. All elements of various Guild events including annual General Meeting, workshops, and Regional Meetings.
- Fundraising events: responsible for executing all current Guild fundraising events and developing new events to generate revenue.

- Political contact events: create and assist in execution with the Legislative committee, a series of regular meeting events that entice state legislators to get together with craft brewers such as happy hours, an annual “day on the hill,” beer dinners for staffers, etc.

### **Industry Development**

- Interface with economic development opportunities
- Interface with regional and state guilds/associations
- Manage annual Economic Study updates
- Develop new relationships with industry counterparts and trade guilds

### **REQUIREMENTS:**

- Must be proficient in Microsoft Outlook, Word, Publisher, Excel, Adobe Acrobat.
- Some experience with QuickBooks. Must be able to understand and work with financial reports and create and manage a budget.
- Must be proficient at public speaking.
- Must have knowledge of the beer and alcohol industry including a basic understanding of the regulations governing all types of alcohol.
- Must be adept at networking. Must be comfortable meeting and engaging with local leaders, policymakers, legislators, and state officials.
- Must have proficient sales abilities, including process, tracking, and use of sales tools
- Must have experience with sales processes, tracking and use of sales tools
- Must be creative, innovative, and enterprising to develop and lead fundraising efforts.
- Must be comfortable and adept at working with brewers, suppliers, retailers, distributors, craft beer enthusiasts, and others in the industry leader to sell membership and promote Guild ideals.
- Basic level of media experience
- Will be required to attend various Guild events and meetings throughout the state.
- May be required to travel to occasional seminars and conferences outside the state

### **CERTIFICATES AND LICENSES**

- Valid Driver’s license required
- Current New Mexico Servers Certificate

### **QUALIFICATIONS**

Experience working in the craft beer industry or a passion for craft beer and non-profit experience. Must be self-motivated, highly organized, and detail oriented. Should demonstrate

initiative to create, develop; and manage multiple projects. Will need to demonstrate initiative and provide follow-through in all areas of responsibility. Must work cooperatively Board of Directors and various committees.

Must display excellent verbal and written skills and be a superb “people person.” Must also be able to motivate and manage the Board of Directors and volunteers, advocating for needed resources. Being a positive thinker and quick learner is necessary. Needs to understand the diversity of the industry represented within New Mexico and act as an advocate for all.

### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those a contractor encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The Director is required to provide their own work environment as the Guild currently does not maintain an office space.

While performing the duties of this job, the contractor is occasionally exposed to outdoor weather conditions, large events, and driving. The noise level in the work environment is usually quiet but can be on occasion moderate.

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by a contractor to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee must occasionally lift and/or move up to 60 pounds. Specific vision abilities required by this job include close vision, peripheral vision, depth perception, and ability to adjust focus. The employee is frequently required to stand, walk, sit, and talk or hear. The employee is occasionally required to reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl.

### **COMPENSATION**

Compensation is dependent upon experience. It shall include a base salary plus commission based on fundraising through executed events.

### **APPLICATION INFORMATION**

Submit detailed resume and cover letter electronically to [palmerbrewery@gmail.com](mailto:palmerbrewery@gmail.com) and [alana@santafebrewing.com](mailto:alana@santafebrewing.com) No phone calls please.