

Title: President
Reports to: Board of Directors
Company: California Fresh Fruit Association
Location: Fresno, CA

Summary

The California Fresh Fruit Association (CFFA) is looking for a strongly motivated individual to join our organization in the position of President and work closely with our Board of Directors, and staff to continue to provide exemplary leadership on behalf of the California fresh fruit industry. CFFA is a voluntary non-profit public policy organization that represents growers, packers and shippers of the California table grape, blueberry, kiwi, pomegranate and deciduous tree fruit communities. CFFA serves as a representative for these commodities on issues at both the state and federal levels. This position will oversee and coordinate all staff, as well as programs and association priorities laid out by the Board of Directors.

The President's responsibilities include establishing short and long-term goals and outcomes, presiding over the workforce, managing budgets, ensuring the proper allocation of resources, and ensuring the organization meets the expectations of the industry. The president is responsible for the association's accountability to the membership, fresh fruit industry and the general public; and acts as the face of the association.

RESPONSIBILITIES:

- Serve as the lead spokesperson for the organization by developing key relationships with board and other association members to assess the priorities of the industry, develop short and long-term goals, plans, and strategies and ensure the Association's alignment with CFFA's mission
- Overseeing budgets, staff, and be able to evaluate the continued success of the Association
- Overseeing the day-to-day operations of the Association by providing strategic oversight to ensure the growth and sustainability of the organization are met based on the Association's strategic plans
- Work with the Association's directors and staff to develop and implement programs and activities that will align with the Association's priorities
- Ensure CFFA's financial success through oversight of income and expenditures, financial report analysis and budgetary compliance
- Communicate industry priorities through relationship development with elected officials, industry leaders and other key partners
- In coordination with CFFA staff, oversee the development, implementation, and maintenance of the Association's membership recruitment and retention to ensure the viability of the organization
- Oversee the development of industry alliances and partnerships that improve and support the work of the Association
- Stay abreast of legislative issues, laws, and regulations impacting the industry
- Represent the interests of the Association on national, state and/or regional boards

TRAVEL: Candidate must be willing to travel throughout the state to engage with membership. Additional overnight travel to Sacramento (10-15 nights per year) and Washington D.C. (2-3 trips per year) may be required.

*The above specified duties are the stated roles and responsibilities for the president, but additional work and assistance may be needed in non-identified areas that can/will benefit the operations of the Association.

QUALIFICATIONS:

- Bachelor's Degree, agricultural background preferred
- Excellent written and verbal communication skills and computer literate
- Strong understanding of state, federal and international legislative and regulatory processes is necessary
- Strong analytical ability is desired and must be able to manage and respond to a wide array of issues
- Excellent leadership and decision-making skills, and should be innovative and entrepreneurial
- Excellent financial and operational working knowledge.

COMPENSATION: Benefits include a competitive salary (based on experience), health insurance coverage (including an HSA account), life insurance, a 401(k) package, vehicle stipend, paid time off and paid holidays.

CONTACT:

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