



The Executive Director is a part-time position that reports to the Board of Directors of the Calaveras Winegrape Alliance (CWA).

The Executive Director is the brand ambassador of the Calaveras wine region and leader of the CWA in all facets of the organization. This position collaborates with the Board of Directors to develop and implement the CWA's strategic plan. The Executive Director guides, mentors and oversees the staff and volunteers. Along with the Board of Directors, the Executive Director is responsible for the financial success of CWA. As the lead representative, the position will work with outside agencies, organizations, and the community. The Executive Director develops the organizational culture, promotes transparency, and collaboration throughout the organization.

Qualifications

Proven ability in a non-profit to manage the position. Excellent understanding of finance-related performance standards and the ability to develop and execute financial strategies, including budgets. Proficient written and verbal communication skills, the development of marketing programs and events, including social media, competent organizational and leadership skills are required. A comprehensive understanding of the wine industry and familiarity with Microsoft Office Suite and Google Business Tools are desired.

Responsibilities

- Serves as Chief Executive of the CWA assuring operations are managed effectively and efficiently.
- Directs and provides oversight to staff and volunteers to ensure efficient scheduling and communication about expectations and productivity.
- Creates business plans, oversees day to day operations, implements strategy and develops the organizational culture.
- Develops and manages annual budget, including event and program results.
- Provides monthly financial reports to the Board of Directors.



- Works with Board of Directors to develop the annual strategic plan and implements as approved by the Board.
- Develops the monthly Board of Directors' agenda, including the yearly retreat.
- Develops the CWA annual events calendar and marketing programs.
- Develops events and programs for fundraising, promoting the Calaveras wine region, educational programs, members businesses, volunteers, and the public.
- Represents the CWA and member businesses when engaging with the press, regulatory agencies, industry groups/associations, community organizations, and general public.
- Works cooperatively with the Calaveras Visitors Bureau, Calaveras Chamber of Commerce, Calaveras Agriculture Commissioner, Murphys Business Association, Sierra Foothills AVA Association and other groups/organizations/agencies.
- Maintains an awareness of upcoming issues and regulations that could affect CWA and its members.
- Represent CWA and its members in a positive, professional manner at all times.
- Develops and maintains effective member services such as programs, timely communication through meetings, newsletters, CWA website and social media.
- Develops membership in all categories.
- Other duties and projects as assigned by the Board of Directors

General Expectations

Salary \$35,000/year. Approximately 50/hours a month. Hybrid remote position. Some work can be performed remotely, some office time. Attendance at monthly Board of Directors meetings and other appropriate community meetings are required.