

Executive Director



ABOUT THE COMMISSION

The Washington State Wine Commission represents all licensed wineries and wine grape growers in Washington State. Guided by an appointed board, the Commission provides a marketing platform to raise positive awareness of the Washington State wine industry and generate greater demand for its wines. With over 700 wineries and more than 40,000 acres planted statewide, the Washington State wine industry contributes more than \$3 billion annually to the State economy and \$4.7 billion annually to the national economy. The Commission is a state agency, established by the legislature in 1987 and funded almost entirely by the industry through assessments based on grape and wine sales.

MISSION STATEMENT

On behalf of the state of Washington and its wineries and growers, the mission of the Washington State Wine Commission is to raise awareness and demand for Washington State wine through marketing and education while supporting viticulture and enology research to drive industry growth.



Executive Director

The Executive Director serves at the pleasure of the Washington State Wine Commission and oversees a staff of nine and a \$3.6 million annual budget. The position is responsible for leading Washington states' Wine Commission with the main responsibility of marketing, promotion, constituent relations, strategic planning, government affairs and branding of Washington wine and the State's wine region. The Executive Director is a recognized leader on issues of importance to the Washington wine industry ranging from research and education needs, market development, and the regulatory environment.

The Executive Director, who is an employee of the state of Washington, is a leader and spokesperson for the industry, representing in a balanced and effective manner the various wine related interests within the state. The Executive Director is both a leader and consensus builder, charged with developing innovative programs and activities for consideration of the Commissioners and their constituents, as well as helping maintain industry unity. These programs reach from Washington state throughout the country and abroad. The position's essential functions include the following:

- Develop the vision and strategic plan for the Commission's programs and activities and serve as a visible leader of the industry.
- Be the primary spokesperson for the Commission and maintain up to date information about the industry, market trends, and growing conditions.
- Take a leadership role in driving a collaborative process with the Commission, staff and members that would result in the development of metrics, goals, objectives and operational plans for the organization.
- Build consensus for the variety of programs that support the diverse needs of members and regularly communicate with the industry about Commission activities and opportunities.
- Conduct extensive outreach to the industry including meeting vintners and growers at their properties, attending regional association and industry meetings, and other events and activities for the purpose of networking with the industry about commission activities.

- Take a lead role in fostering and maintaining industry unity through frequent and open communication and collaboration with important stakeholder groups like the Washington Association of Wine Grape Growers and the Washington Wine Institute.
- Serve as the liaison to the Commission and plan and organize monthly board meetings. Support the needs of the Executive Committee and participate in other committee meetings. Prepare an annual report that is published and distributed to the industry and other stakeholders.
- Support, or serve on, various industry-related committees, ranging from the Washington Wine Advisory Committee, the Auction of Washington Wine Board, the Washington Wine Education Foundation and the State Associations Council Wine America.
- Develop and manage an annual budget that aligns with the strategic plan and tactics of the Commission, including achievement of a balanced budget and administrative cost-to-total budget ratio goals. Oversee all financial, administrative and human resources functions.
- Stay current on all state and federal rules and regulations, which affect either the funding or operations of the Commission and its programs.
- Extensive domestic and some international travel is required.

The Ideal Candidate

The Executive Director of the State Wine Commission must set a standard by intellectually and emotionally engaging people at all levels – from vintners and growers to consumers – and doing so in a wide range of settings and through various media. The new Executive Director will lead the Wine Commission in keeping its message and profile fresh, relevant and effective.

For this unique and important role the Washington State Wine Commission seeks a dynamic, highly credible, unifying leader who is deeply committed to raising awareness and demand for Washington Wines through marketing and education. The next Executive Director must have a basic understanding, passion and appreciation of fine wine. Proven marketing experience and political acumen are essential. Candidates should bring strengths in both external relations and internal management with an ability to balance the two.

DESIRABLE QUALIFICATIONS

A Bachelors degree with at least seven years experience in a leadership role involving executive level marketing, market development and promotion. The preferred candidate will have wine industry experience and demonstrated success in all the following areas: marketing, market development, promotion, constituent relations, strategic planning, government affairs and research and education.



APPLICATION PROCESS

Persons interested in this position should submit the following information:

- A letter of interest specifically addressing qualifications.
- Salary history.
- A current resume that reflects the size of staff managed and budget for prior positions.

If you have questions regarding this announcement please call Marissa Karras at 360-956-1336. This position will remain open until filled. In order to be considered for the first round of interviews please submit your application materials by December 21, 2011 to marissa@karrasconsulting.net or by fax to 360-956-1348.

COMPENSATION

The annual salary for this position is competitive and dependent on qualifications and experience. Benefits include comprehensive medical, dental, vision and life insurance, public employee retirement system contributions, holiday, vacation and sick leave.

PERFORMANCE DIMENSIONS

Leadership:

Lead courageously: Continuously build and defend the strength, reputation, and leadership of the Wine Commission. Engage, motivate, and inspire a broad range of vintners and growers around shared vision and mission. Demonstrate principled leadership, personal courage and decisiveness.

Build talent pools: Hire, mentor, develop, and manage staff. Continue to build and reinforce a cohesive, dedicated, highly effective team.

Foster collaboration: Provide the tools, systems and resources that create a supportive environment for working as a team. Understand the different roles of the staff, Commission and committees.

Strive for results: Set high standards of performance, be bold, pursue aggressive goals to raise awareness and demand for Washington wine and persist in the face of obstacles.

Marketing and Market Development:

Build awareness: Develop and execute innovative marketing strategies and programs that enhance and grow the brand equity of Washington wines. Conduct site visits to potential target markets to collect information on market accessibility, receptivity of the wine trade and media, timing of an advertising campaign and other factors that influence market selection, approach and decisions.

Brand strategy: Create a strategy for and manage the public relations efforts of Washington wines. Manage internal and external events that impact the image of Washington wines to consumers, trade and the media.

Promote, Education and Research: Promote the Washington wine industry through involvement in community forums, civic organizations, and activities that offer opportunities to further the messaging about



the Commission and industry as well as partnerships.

Foster development: Support Washington viticulture and enology education and research. Increase awareness of the wine industry's value to the economy.

Constituent Relations and Collaboration:

Drive effective external communications: Develop and nurture mission-critical relationships with Washington wine grape growers and wineries; business and civic leaders; political leaders and the media.

Build consensus: Collaborate with traditional and non-traditional partners.

Communication:

Inspire trust: Communicate honestly, be consistent, follow through on commitments, and create an atmosphere of integrity, marked by fair respectful behavior.

Speak and write effectively: Explain direction and ideas with conviction in all settings; formal presentations, one-on-one and small and large meetings.

Listen: Actively listen to grape growers, vintners, partners and consumers.

Promote open communication: Maintain an environment where communication is open and direct, encouraged, rewarded and relevant.

Marshal support: Coordinate and cooperate with individuals and groups having divergent viewpoints and needs.

Strategic Planning:

Provide visionary insight: Be able to translate big picture vision and goals into both long and short-range plans that are comprehensive, realistic and effective. Identify key opportunities resulting from the intersection of external events (political, social, economic, demographic, environmental) to develop and strengthen the Commission's effectiveness.

Manage change: Oversee the change management process, including successful communication strategies, involving others in the implementation of change and monitoring and reinforcing process and success. Create an environment that encourages original and innovative solutions.

Fearless commitment to vision: Create and communicate a vision that is aligned with the strategy and direction of the Wine Commission. Clarify other's involvement in the vision, inspiring a sense of energy and ownership, creating a culture of high performance and recognizing the efforts of others.

About Washington State

Within Washington's boundaries, one can find ocean, rain forests, mountains and deserts. For the outdoor enthusiast, the options for recreation are almost limitless and include skiing, backpacking, and camping. Eastern Washington offers a dry, semi-arid climate and is a gateway to spectacular wilderness areas in northern and central Idaho, northeastern Washington, and Canada. Access to large bodies of both fresh and salt water offer the boating, sailing and windsurfing enthusiast boundless opportunities. The State boasts some of the best wine in the world. Washington is viewed as a progressive and innovative state where people are outgoing and friendly. The Commission is headquartered in Seattle, Washington's largest city, which is located on picturesque Puget Sound. Local residents enjoy a quality of life enhanced by natural beauty and a mild year-round climate.



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