



Chief Executive Officer Boise, ID

Are you passionate about the beef industry? Are you looking for an opportunity to make a notable contribution to Idaho's beef producers?

Brief Job Description: You will have the opportunity to implement the Idaho Beef Council's vision and mission by leading an effective team to meet goals and expectations.

To submit your application:

- Review the attached Job Description
- Submit a cover letter **and** resume by **email** to SGulledge@IDBeef.org or by **mail** (address below)
- Deadline for applications: **Open Until Filled**

Contact Information:

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Chief Executive Officer Job Description

Position Title: Chief Executive Officer

Exempt Status: Executive Exempt (salaried position)

Reports to: Idaho Beef Council Board of Directors

Location: Boise, Idaho

About the Idaho Beef Council (www.IDBeef.org)

The Idaho Beef Council (IBC) mission is to expand domestic and global consumer demand for beef. The IBC looks to achieve this by enhancing the profitability of the Idaho beef industry through investments in strategic initiatives. IBC's guiding principles are to strive to be a respected and trusted beef marketing organization accountable to all Idaho beef producers and responsible for ensuring effective and efficient use of checkoff funds. IBC is funded through the collection of state and national beef checkoff programs.

About You

- You are passionate about the IBC's vision and mission. You would enjoy humbly leading the team responsible for promoting the value of the Idaho beef industry to stakeholders in Idaho, the Pacific Northwest, and beyond.
- You translate the vision and mission into short and long-term goals, establish a clear and detailed annual marketing plan that aligns the vision and mission, and manages IBC personnel and activities toward achievement of goals.
- You execute at a high level, as you complete your commitments and facilitate team commitments with professionalism and high levels of self-accountability.
- You have formal training and experience in domestic and international business and management. You have leadership experience in managing personnel and establishing strategic marketing initiatives that achieve organizational objectives. You have excellent oral and written communication skills, especially in business communications.
- You are open and eager to learn about the requirements for compliance with laws and guidance governing the IBC Marketing Plan and activities.
- You exude positive leadership qualities while maintaining a team player's collaborative management approach. You are professional, driven, organized, detail-oriented, inspirational, and ready to jump into a dynamic work environment. You are confident and proud of your work, but you manage your ego. You have the humility to seek outside input. You develop positive relationships with your colleagues and others.
- You can implement proven team building tools to create dynamic employee groups to accomplish goals at the highest level of quality.
- You are disciplined and focused.
- You are innovative in learning and implementing existing and new technologies and software programs to support efficient marketing plan implementation, monitoring, and communications.
- You excel at time management with the ability to prioritize, plan, manage, and coordinate activities for yourself and others to support the work of the IBC.
- You are interested in professional development and benefit from training and educational opportunities provided by the IBC.

- You are passionate about learning all the aspects of the Idaho beef industry to inject your skills to further enhancement and promotion for Idaho beef producers.

Job Summary

The Chief Executive Officer (CEO) of the Idaho Beef Council (IBC), in partnership with the Board of Directors (Board), is responsible to assure the accomplishment of the IBC's mission and vision, is accountable to Board members, and serves the Idaho beef industry, partners, state and national compliance personnel, and consumers. The CEO is a non-voting member of the Board.

The Board delegates responsibility for the management of day-to-day operations to the CEO and the CEO has the authority to carry out these responsibilities in accordance with the direction and policies established and approved by the Board. The CEO provides direction, guidance, and information to the Board and they carry out the Board's governance functions.

The CEO works in collaboration with IBC staff to supervise, monitor, plan, organize, and ensure that the Marketing Plan activities are developed and implemented at the highest level of quality, efficiency, and effectiveness possible in stewardship of beef checkoff funding. The CEO, in collaboration with staff, analyzes market trends, existing and new technologies and platforms that support marketing functions, and local, state, and national reports and events that may affect IBC marketing plans and functions.

Specific Duties and Board Expectations

Strategic Planning

- Provides guidance and assists the Board to determine and confirm the IBC's mission, vision, and short and long-term goals.
- Evaluates and implements goals, strategic objectives, core strategies, strategic initiatives, policies, and procedures approved by the Board.
- Assists the Board in monitoring and evaluating the IBC's relevance to the Idaho beef industry, industry partners, regulatory requirements, and consumer audiences.

Governance and Legal Regulatory Compliance

- Represents the Board's general philosophy regarding the Idaho beef industry, partners, state and national compliance personnel.
- Assists the Board to define and articulate its role and ensures accountability on behalf of the Idaho beef industry.
- Works directly with the Board's Executive Officers (Chair, Vice Chair, and Secretary-Treasurer) to support the Board to fulfill its governance functions and facilitate optimal Board performance.
- Maintains communications to ensure that the Board is fully informed on the condition of the IBC and all critical factors that may influence the IBC's function.
- Ensures the filing of all required legal and regulatory documents and monitors compliance with all relevant laws and regulations.

Management and Administration

- Provides oversight of all IBC activities, manages day-to-day operations, and ensures efficient and smooth functioning of the IBC.
- Facilitates the development of team members.
- Oversees coordination, monitoring, and compliance of state, national and international programs.

- Provides oversight and management of business activities, such as communications with the Idaho beef industry, publishing, events, and certifications.
- Provides oversight and management of consumer, retail, foodservice, research, national and international programs.
- Assures quality, efficiency, and organizational stability through the development and implementation of standards, controls, systems, procedures, and routine evaluation and revision of these items.
- Recommends staffing and compensation to the Board. With Board approval, recruit personnel, negotiate professional contracts, and ensure appropriate compensation structures are maintained.
- Builds and maintains appropriate processes for recruiting, developing, motivating, and evaluating staff and volunteers, including organizational charts, job descriptions, job advertisement, job training and development, and mentoring where appropriate. Establish details on accountability and routine evaluation of personnel.
- Assures a work environment that recruits, supports, and retains quality staff and volunteers.

Financial

- Oversee the fiscal activities of the IBC, such as budgeting, reporting, and audits.
- In collaboration with IBC staff, develop a yearly budget and marketing plan with input from staff and the Board.
- Leads the beef checkoff collection for Idaho and maintains procedures consistent with the Beef Promotion and Research Act and Order.
- Assures compliance of expenditures of checkoff dollars and proper accounting for state and national dollars.
- Provides a strong stance on ideas and items that will have a positive return on investment of time and funding.
- Promotes programs and services that are efficient and cost-effective while maintaining quality.

Member and Community Relations

- Acts as chief spokesperson for the IBC with proper representation to constituencies, including various beef and agriculture industries, trade industries, consumer audiences, media and other stakeholders.
- Facilitates effective marketing and communications activities.
- Advocates for issues relevant to the IBC, Idaho beef industry, and IBC services.
- Actively solicits input from Idaho beef industry, volunteers, and others to improve services and generate participation and support.
- Initiates, develops, and maintains productive and cooperative relationships with key constituencies, including, but not limited to:
 - Policy makers, regulatory and enforcement agents, Idaho beef industry members, and the organizations served by IBC and IBC Board members.
 - National beef industry organizations, other state beef councils, Idaho dairy organizations, Idaho Brand Board, and the Idaho Cattlemen's Association.

Qualifications

Professional Qualifications: A bachelor's degree in Business/Ag. Business, Marketing, or related fields from an accredited college or university with a minimum of 5 years in a senior management position and/or relevant experience in beef or other food commodity association marketing and management.

Working Conditions

The CEO should maintain a flexible work schedule to meet the demands of executive management that may include occasional long and/or irregular hours. Travel is expected attendance and participation in meetings, events, and strategic planning sessions. This includes local, national, and international travel. A valid driver's license, a sound driving record and passport are required.

Compensation and Benefits

Competitive salary and bonus structure.

25 days of vacation, 11 holiday, and 12 sick days per fiscal year.

Compensation for travel will be provided according to IBC travel policy.

Basic life and disability benefits: [Disability Coverage - OFFICE OF GROUP INSURANCE](#)

Excellent health benefits: <https://ogi.idaho.gov/medical/>

Voluntary Benefits

PERSI Choice 401(k) Plan: <https://www.persi.idaho.gov/choice-401k-plan>

Flexible Spending Accounts: <https://ogi.idaho.gov/flexible-spending-accounts>

Voluntary Term Life Coverage: <http://ogi.idaho.gov/life-disability/>

Short- and Long-Term Disability: <http://ogi.idaho.gov/life-disability/>

The Idaho Beef Council is proud to be an equal opportunity workplace and is an affirmative action employer. Equal opportunity and consideration are afforded to all qualified applicants and employees. We will not unlawfully discriminate based on gender identity or expression, race, ethnicity, religion, national origin, age, sex, marital status, physical or mental disability, veteran status, sexual orientation, and any other category protected by law. The Idaho Beef Council is committed to working with and providing reasonable accommodation to applicants with disabilities under the American Disabilities Act and state disability laws. Idaho Beef Council is a tobacco and drug-free workplace.

Appendix: Supporting Information

1. Idaho Beef Council Mission, Vision, and Guiding Principles

Mission: To expand domestic and global consumer demand for beef.

Vision: To enhance the profitability of the Idaho beef industry through investments in strategic initiatives.

Guiding Principle: The Idaho Beef Council strives to be a respected and trusted beef marketing organization, accountable to all Idaho beef producers, and responsible for ensuring effective and efficient use of checkoff funds.

2. Key Governance and Compliance References

Board-approved policies and strategic plans.

Beef Checkoff Program compliance requirements at the state and national level.

Relevant state and federal regulations affecting marketing, finance, and organizational operations.

3. Strategic Priorities and Operational Expectations

Lead initiatives that align with the five-year strategic plan.

Collaborate weekly with the executive team for operational alignment and continuity.

Maintain transparency and accountability with the Board, staff, and producers.

4. Leadership and Culture Expectations

Build a high-functioning, collaborative team.

Foster professional development and succession planning.

Serve as an ambassador for Idaho beef with industry, media, and community stakeholders.

5. Evaluation Metrics

Annual review by the Board of Directors based on:

Achievement of strategic goals.

Financial stewardship and compliance.

Staff engagement and leadership effectiveness.

Program and marketing impact.