



Supporting, Promoting, Educating, Researching, Marketing & Networking!

Executive Director, U.S. Lavender Growers Association

Vision:

As a collective voice for members, the United States Lavender Growers Association (USLGA) advocates for, promotes, and supports the United States lavender industry. The USLGA offers opportunities for our members to benefit from networking, education, and research. It seeks marketing opportunities to raise awareness of the lavender industry, connects buyers to sellers, and enhances member farms and businesses. The USLGA supports growers in producing a quality, sustainable lavender crop and end products, to satisfy U.S. demand, and is a relevant partner in the global lavender community.

Position:

We are seeking an Executive Director for our virtual organization to help us fulfill our mission of providing educational opportunities for our members and the public, as well as promoting the quality and diversity of U.S. grown lavender.

Overview:

The Executive Director will advocate for and implement USLGA's mission by reporting to, collaborating with, and advising the Board of Directors. Specifically, they will be responsible for the day-to-day operations, as well as the ongoing development and growth of fundraising initiatives, internal project management between committees, educational programs, and relationships with any federal government agencies, media, and relevant industry associations. The Executive Director will serve as an inspiring and engaging face of the organization and will be responsible for monitoring and overseeing USLGA's annual budget.

Organization & Mission:

Founded in 2012, the United States Lavender Growers Association now represents approximately 700 members. Since that time, we've expanded the opportunities available to our members by providing access to educational resources. To help fund these efforts, USLGA organizes biennial in-person national conferences and our new venture, video conferences in the alternate years.

Mission Statement: To support and promote the United States lavender industry through research, education, networking, and marketing.

Responsibilities:

Leadership & Management

- Provide overall leadership of the organization, ensuring successful execution of the mission and thoughtful stewardship of financial resources.
- Serve as the recognized voice for USLGA in national matters.
- Ensure that all programs and initiatives support the USLGA's mission and are fiscally sound and sustainable; track and evaluate programs' successes and communicate progress or concerns to the Board.
- Work in conjunction with the Treasurer to oversee the annual budget; actively monitor accounting and financial records; ensure proper preparation of annual financial statements and tax returns.
- Team up with Committee Chairs to ensure all communications with USLGA members, contractors, vendors, and sponsors are coherent and in line with our mission.
- Work successfully with and provide supervision to the Administrative Assistant and Webmaster, in addition to setting performance targets and monitoring progress.

Community Engagement:

- Lead fundraising efforts: design, develop, and implement fundraising and sponsorship opportunities using proven strategies that ensure sustainability and continued growth.
- Establish, build, and maintain relationships with grower and affiliate members, sponsors, and event partners.
- Serve as the public face and champion of USLGA to the community and the media; maintain, promote, and provide visibility for our members throughout the U.S. and abroad.
- Develop, implement, and oversee marketing and communication strategies that build visibility, promote professionalism, and connect members across the U.S.
- Oversee bi-monthly newsletters to keep members apprised of our organization's activities, opportunities, and regulatory updates.

Board Governance & Development:

- Advise and support the Board of Directors.
- Set the agenda for monthly Board meetings; notify Board members in accordance with USLGA bylaws.
- Seek Board involvement with strategic direction and operational excellence.

- Brief the Board on the status of ongoing legislative priorities, any grant efforts, and member outreach programs.
- Connect regularly with committee Chairs to review progress of ongoing initiatives/programs/events and report back to the Board.
- In collaboration with the Board, help to identify and recruit new Board and committee members.

Required qualifications:

- Reside in the United States.
- Bachelor's Degree or higher.
- 2 years minimum of nonprofit management experience.
- Proven experience developing and implementing effective grant and/or fundraising plans.
- Experience developing and managing budgets.
- Polished and persuasive written and verbal communication skills, including excellent listening skills.
- Willingness to work outside normal business hours (including nights and some weekends) and travel to the biennial conference.
- Knowledge of and enthusiasm for lavender and agriculture.

Salary range: \$55K-\$65K

- Commensurate upon experience.
- Benefits include paid vacation, sick leave and FMLA, unemployment and FICA.

The U.S. Lavender Growers Association is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

If interested in applying, please submit a resume and cover letter indicating why you are the best fit for the role, why you want to work for USLGA, and what value you feel you would bring to the organization. [Apply via Indeed job listing.](#)