



American Cider Association
Full Time, Nonprofit CEO
Remote/Any Location in the contiguous 48 United States

Chief Executive Officer (CEO)

Status: Full Time, Exempt

- Salary: \$100,00-\$110,000
- Job Location: Remote-based work for any location in the contiguous 48 United States
- Job Physicality: This job requires several hours working seated at a computer each day. It may also involve driving through rural areas (member events/orchard visits) or standing for up to 7 hours (tabling). This job requires airplane and vehicle travel for meetings and program operations. A valid and current driver's license is necessary. Employee may be required to load and move program materials into vehicles or as checked baggage. Some lifting of heavy supplies may be required, generally up to 40 lbs. Must have U.S.citizenship or a valid U.S. work permit. The nature of this role means the CEO will be consuming hard cider in business meetings, so the ability to drink alcohol is part of this role.
- Job Communication Skills: This job involves regularly talking on the phone, participating in virtual meetings and frequent email communication. Exceptional interpersonal skills are extremely important to this role. This job involves writing for public, member and congressional readership as well as public speaking.
- Travel: This job has occasional transnational travel that may require being on the road for up to 8 days at a time several times a year. Regional travel for 2-4 days at a time may also occur. International travel may also be required from time to time.
- Job Supervisor: American Cider Association's Board of Directors
- Job Benefits: Unlimited PTO, monthly cell phone and internet stipends, annual home office furniture stipend, monthly health stipend

The American Cider Association (ACA) is a nonprofit membership-driven trade association that supports commercial hard cider and perry producers in the U.S. **Our mission is to build and protect a sustainable and diverse cider industry in the United States through targeted education, effective advocacy, and a welcoming, thriving cider community.** We were founded by commercial cidemakers for commercial cidemakers at CiderCon® 2013, the annual gathering of professional cidemakers from across the country and the globe which the ACA has managed since 2016.

The CEO of the American Cider Association provides strategic, dynamic and inspiring leadership for the cider industry and the organization. The CEO holds overall

operational and fiscal management responsibilities for the association. They lead the ACA in accordance with our mission, the evolving needs of our members, and strategic guidance from our board of directors.

We Are Committed to Antiracism, Equity & Inclusion.

We recognize the inherent value of the differences and similarities between individuals and the benefit that a collective mix brings to all aspects of the American Cider Association. We seek to involve and reflect the communities we serve, and to create an environment where individual characteristics, values, beliefs, and experiences are celebrated. We are committed to ensuring ACA spaces are a safe and welcoming space for all regardless of race, ethnicity, age, gender, disability, or sexual preference. When we make a mistake, we are committed to learning how to do better and responding in a way that holds us accountable for our mistake.

ESSENTIAL DUTIES & RESPONSIBILITIES FOR ACA'S CEO

25% Strategic Management – The CEO will:

- Lead ACA's core programs in accordance with the board's vision and members' needs. Our programs include
 - Certified Cider Professionals program
 - CiderCon® (annual conference and trade show)
 - Advocacy for cider with Congress and the TTB
 - Member education and benefits
 - Market data insights
 - Media outreach
 - Cider is for Everyone Scholarship
- Report and track progress on strategic outcomes to board and membership
- Oversee and effectively lead ACA's employees, currently all part time: Education Operations Director, Communications and Volunteer Manager, and Membership and Engagement Coordinator
- Manage, negotiate and coordinate ACA's several contractors including Trade Show Manager and other CiderCon contractors
- Lead association strategic planning efforts with the input of the board, staff and membership
- Promote the association's work and the industry through strong media relations and strategic marketing

25% Event Management – The CEO oversees planning, promoting and implementing CiderCon®, held every winter for up to 1,200 attendees at rotating locations. To ensure CiderCon® is a success each year, the CEO will:

- Develop and follow conference budget each year
- Create and carry out a vision for the conference each year
- Recruit gifted speakers whose expertise aligns with the needs of attendees
- Manage event contractors
- Manage hotel, convention center, AV and food and beverage contracts

- Work with the ACA's site selector and the board to choose locations for CiderCon® that meet our selection criteria
- Utilize ACA communication channels, partnerships and media relations to promote CiderCon® and recruit attendees.

15% Partnership and Member Engagement – ACA has strong partnerships with regional cider guilds around the country and the world, and supporting these partnerships is a critical component of the CEO's role. The partnership function of the CEO is supported by the work of the Membership and Engagement Coordinator as well as the Education Operations Director. The CEO will:

- Serve as the face of the ACA at various cross-sector functions and meetings across the country, representing the needs of the industry and our members
- Maintain positive relationships with state, national and international agricultural, beverage and cider organizations
- Deliver value to members including educational resources and networking opportunities with support from board regional chairs and the Membership and Engagement Coordinator
- Pursue membership growth and retention by engaging with current and prospective members with support from board regional chairs and the Membership and Engagement Coordinator

15% Fiscal and Operational Management

- Monitor and report on organization's fiscal health
- Collaborating with board treasurer, ensure the annual budget is implemented to meet Board objectives
- Complete all reports, filings and taxes required by law for governing a not-for-profit corporation and its operations
- Provide leadership in soliciting and growing allied trade sponsorships
- Ensure there are adequate fiscal controls at all organizational levels

10% Advocacy – ACA's advocacy achievements to date can be reviewed [here](#). This work is supported by the Communications Manager as well as the Special Projects Contractor. The CEO will:

- Advocate for policy and regulatory changes that benefit the cider industry with both Congress and the TTB.
- Collaborate with members of congress and their staff as well as other beverage alcohol organizations
- Occasionally travel to Washington D.C. and coordinate member hill climbs as needed and funding allows
- Manage action alerts for ACA in support of collaborative bills with beverage alcohol or ACA
- Monitor bills and policy that may impact cider at both the federal and state level
- Co-chair the Government Affairs committee

10% Board Management – The CEO is a nonvoting member of the board of directors. The CEO will support the board in the following ways:

- Report to and seek feedback from the board of directors regularly
- Utilize the directors' expertise and relationships to support ACA programming
- Collaborate with the board president to set monthly board meeting agendas
- On-board new board members after CiderCon® elections
- With the support of the Membership and Engagement Coordinator, manage annual board elections.

REQUIRED QUALIFICATIONS

- At least 5 years of nonprofit or related-for profit organizational leadership at a senior level
- Work experience in agriculture, consumer packaged goods, value-added products, beverage or other related industry
- Experience managing large budgets and driving financial strategies
- A bachelor's degree
- Event planning experience
- U.S. citizenship or a valid U.S. work permit

PREFERRED QUALIFICATIONS

- At least 5 years of nonprofit executive director/CEO experience
- Experience supervising a remote team
- Passion for bringing ideas to life
- Understanding of federal regulations of alcohol, in particular, cider
- Understanding of the three-tier system for alcohol
- Experience with federal advocacy
- A passion for supporting initiatives to cultivate equity and inclusion
- Interest in agriculture and agricultural issues
- Ability to be self-directed and to work alone
- Experience in a leadership role for a nonprofit or food-based organization
- Excellent verbal, written, and interpersonal communication skills
- Competency in public relations, marketing, member services, board communication
- Strong analytical and quantitative skills for program design, market data, budget planning, and monitoring of program results
- Large-scale conference planning experience
- Fundraising experience including sponsorship solicitation
- Availability for short-term travel to regional and national food industry events