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Presents....

# President and Executive Director of Seed Savers Exchange

*Ballinger|Leafblad is proud to present the following information on behalf of our client, Seed Savers Exchange in its retained search for President and Executive Director of the organization.*



[www.seedsavers.org](http://www.seedsavers.org)

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## ABOUT THE ORGANIZATION

Founded in 1975 by Diane Ott Whealy and Kent Whealy, Seed Savers Exchange (SSE) is a nonprofit membership organization based in Decorah, Iowa.



In 2015, the organization celebrated the 40th anniversary of its founding. Over its four decade history, it is estimated that SSE members have passed on approximately one million samples of rare garden seeds to other gardeners.

Seed Savers Exchange membership base numbers nearly thirteen thousand individuals. The organization has an annual budget of \$6M and a full-time staff of 50 employees. SSE has an active Board of Directors comprised of eleven distinguished and dedicated individuals from across the country. An additional fifteen trusted

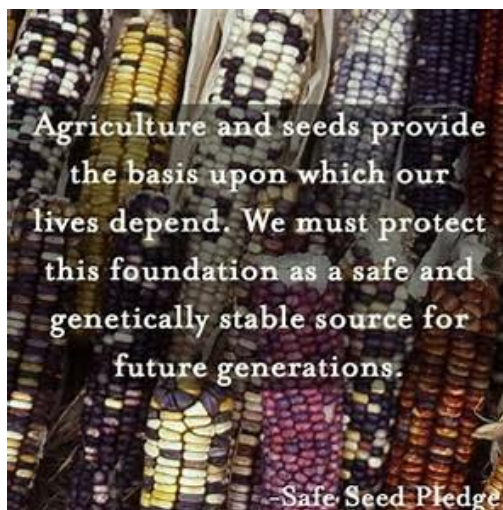
advisors lend their expertise and insights to the board and staff as needed.

Seed Savers' Heritage Farm in Decorah is a dynamic living treasury of historic vegetable and fruit varieties on 890 scenic acres. The collection at Heritage Farm is both a seed bank and a living cultural memory repository, which stewards more than 30,000 varieties of heirloom and historic seeds and vegetative plants and shares these varieties with its membership, other seed banks, and through its seed catalogue.

Seed Savers Exchange saves the world's diverse but endangered garden heritage for future generations by building a network of people committed to collecting, conserving and sharing heirloom seeds and plants. SSE also educates people about the value of genetic and cultural diversity.

## MISSION

**The mission of Seed Savers Exchange is to conserve and promote America's culturally diverse but endangered garden and food crop heritage for future generations by collecting, growing and sharing heirloom seeds and plants.**



## PRESENTING THE POSITION OF PRESIDENT AND EXECUTIVE DIRECTOR

Reporting to the Seed Savers Exchange Board of Directors, the President and Executive Director is responsible for implementing the strategic direction for the organization as determined by the Board. It is critically important that the Executive Director be able to act as a catalyst that can create excitement and energy among members, Board, and staff and encourage others to support the organization's agenda and move it forward.

The Executive Director is responsible for managing the Seed Savers Exchange's day-to-day operations, staff, and all budget and fiscal matters. Additionally, the Executive Director will be expected to develop approaches to increase financial support through donations, grants, and membership, develop alliances with like-minded organizations, and increase overall visibility and support for the organization.

The Executive Director serves as the President of Seed Savers Exchange, Inc.

### *Job Responsibilities:*

**External Relations and Support**-Represents the organization in its relationships with members, partners, the local community, and the broader public to create awareness and support of Seed Savers Exchange. The role provides creative and entrepreneurial leadership in the identification, cultivation and solicitation of new members, donors, SSE customers, and supporting partners.

**Financial and Operational Management**-Oversees the day-to-day operations of SSE with an eye toward effectiveness and efficiency in all areas. Manages communication across the organization. Responsible for financial operations, including budget process, financial reporting to the Board, and expense and cash flow management with the assistance of the CFO.

**Fundraising Leadership**-Leads and participates in fundraising activities with Development staff. Ensures that annual operating revenues are available for the organization and that future operational and program needs of SSE are provided for through individual and institutional philanthropic support.



**Staff Leadership and Development**- Provides leadership to the organization's staff. Recruits and retains talent. Oversees and directs report-writing. Communicates the organizational vision with staff members. Recognizes and rewards staff achievement and performance. Provides developmental growth opportunities.

**Strategic Planning-** Leads the organization's strategic planning process. Reports to the Board regularly on implementation of strategic plan goals and strategy areas.

**Board Development-** Ensures that the Board is kept fully informed of all important matters relating to the organization. Develops creative and compelling ways to partner with the Board in external relations, fundraising and national advocacy and communication efforts. Works to identify and recruit diverse and culturally competent board members reflective of the constituencies served by SSE.

**Public Relations-** Represents SSE to national audiences as a thought leader in the heirloom seed movement. Serves as an effective and visible spokesperson and advocate with the media and the public and with the organization's various constituencies. Works with the Board to identify public policy issues and networks with partner organizations in identifying and developing strategies for joint advocacy.

### **Ideal Experience:**

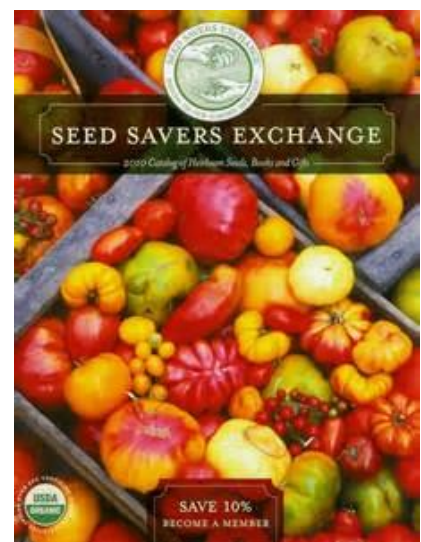
The ideal candidate will possess a bachelor's degree and five years of senior-level management experience in an organization of comparable size and complexity. S/he will be a creative, collaborative and entrepreneurial leader.

It is important that the ideal candidate have an understanding of and a commitment to agricultural biodiversity and Seed Savers Exchange's mission. S/he will have experience leading, developing and working in a nonprofit setting under the fiduciary leadership of a board of directors.

S/he will have strong oral and written communication skills and feel comfortable making formal and extemporaneous presentations. The ideal candidate will have fundraising experience and a willingness to travel to represent SSE to funders, organizational partners and the general public.

S/he will possess a high level of cultural competency, commitment to diversity, equity and inclusiveness and experience building community-based partnerships.

And, finally, the ideal candidate will demonstrate high emotional intelligence, self-awareness, diplomacy, and integrity - essential qualities for leading an organization of Seed Savers Exchange's importance and stature.



### **Priorities for first 12-18 months:**

The President and Executive Director's priorities during her/his first 12 to 18 months will include:

Thoroughly understand all components of Seed Savers Exchange, including its mission, membership, staff, facilities, programs, operations, and culture.

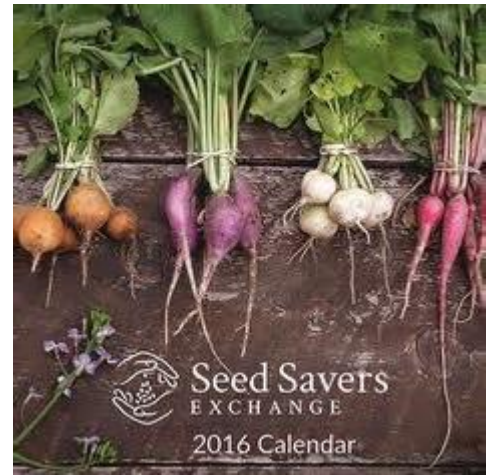
Understand the revenue streams and overall funding requirements of the organization for both short- and long-term obligations.

Establish a strong working relationship with the Board to encourage its efforts to support and enhance SSE's services, recruit new members, and seek philanthropic support.

Develop a plan to grow fundraising and membership programs that will support current and future SSE projects.

Find ways to increase the awareness and visibility of Seed Savers Exchange as a national leader in the local food and heirloom seed movement.

Work with staff and the Board to develop a strategic planning process that will review the focus and future direction of the organization within the context of its strengths and weaknesses.



### **COMPENSATION PACKAGE:**

The compensation package is commensurate with experience and competitive with similar organizations. It includes participation in the organization's comprehensive benefits plan.

**BALLINGER|LEAFBLAD WELCOMES YOU TO CONTACT US FOR MORE INFORMATION:**

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