

## Executive Director

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Company: Monterey County Vintners & Growers Association

Location: Monterey

Category: other-general

Position/Title: Executive Director  
REQUIRED: Remote but MUST live in MONTEREY COUNTY, CA or within 30 minutes from Monterey County and be able to attend daily meetings and functions throughout Monterey County.  
Industry Category: Marketing, public relations, member communications/education, public policy  
Company Name: Monterey County Vintners and Growers Association  
Type of Work: Full Time with the ability to work occasional evenings and weekends and must be able to lift 40 pounds to chest height.  
Description of the Organization: The Monterey County Vintners and Growers Association (MCVGA) is a 501 (c) (6) non-profit corporation serving as the trade organization for Monterey's vintners and winegrape growers. The MCVGA is currently seeking an Executive Director to lead the organization, reporting to the Executive Committee (3 to 5-member committee) and Board of Directors (15 elected members, including the Executive Committee).  
Job Summary: The Executive Director is responsible for guiding the MCVGA to position the Monterey County wine industry and execute the vision the Board of Directors set forth. They are an enthusiastic leader and a committed consensus builder with demonstrated accomplishments and practical experience in marketing, branding, promotion, public relations, public policy, grants administration, and consensus building.  
Professional Responsibilities:  
· Develop and execute an annual strategic plan and budget to advance the MCVGA's mission and vision, garnering support from industry stakeholders and key partners.  
· Lead and manage all aspects of the organization's operations, including budgeting, financial management, and human resources.  
· Build and maintain strong relationships with industry stakeholders, including vintners, growers, government agencies, community organizations, and the media, fostering trust and

consensus.· Serve as the primary spokesperson and face of the organization, representing MCVGA in media relations, community engagement, and industry forums.· Oversee grassroots marketing, branding, and promotion efforts to enhance the visibility and reputation of the Monterey County wine industry.· Plan, organize, and execute events and activities to promote the Monterey County wine industry, including but not limited to wine tastings, festivals, educational seminars, and industry networking events, ensuring they align with the organization's objectives and budgetary guidelines.· Advocate for the interests of the Monterey County wine industry through engagement with policymakers, regulatory agencies, and relevant stakeholders.· Represent the MCVGA at public events, industry conferences, and other forums to promote the organization's objectives and initiatives.· Administer grants and other funding opportunities to support programs and initiatives that benefit the local wine industry.· Facilitate consensus-building processes among diverse stakeholders to address challenges and opportunities facing the Monterey County wine industry.· Collaborate with the Executive Committee and Board of Directors to ensure alignment with strategic goals and objectives, providing regular updates and reports.· Liaise with other industry organizations locally, regionally, nationally, and occasionally internationally, fostering collaboration and partnership.· Stay informed about industry trends, best practices, and regulatory developments that may impact the Monterey County wine industry.· Ensure optimal and efficient use of fiscal resources, leading, managing, and mentoring professional staff and contractors.· Perform other duties as assigned by the Board of Directors.· Professional Requirements:· Bachelor's degree in business administration, marketing, communications, public policy, or related field; advanced degree preferred.· Minimum of five (5) years of senior leadership experience in a relevant industry or organization, with a proven track record of success in strategic planning, organizational management, and stakeholder engagement.· Previous successful leadership roles in a trade association or related business with strategic planning, budget, and human resource responsibilities.· Excellent communication skills, with the ability to influence stakeholders and build consensus among diverse groups.· Demonstrated experience in developing and implementing marketing, branding, and promotional campaigns.· Strong analytical and problem-solving skills, with the ability to identify emerging issues and develop effective solutions.· Ability to work independently, prioritize tasks, and meet deadlines in a fast-paced and dynamic environment.· Commitment to diversity, equity, and inclusion, with the ability to work collaboratively with individuals from diverse backgrounds.· Proficiency in Microsoft Office

suite, project management software, and relevant technology tools. · Physical ability to travel, lift 40 pounds to chest height, and operate a computer. · Willingness and ability to travel. Routine local travel, occasional regional and national travel. · Valid driver's license and good driving record; physical ability to travel by car and plane, visit multiple locations both inside wineries and in the vineyards, ability to climb stairs; ability to sit and operate a computer. · This is a remote position, allowing you to work from home. However, due to the requirement of regularly attending meetings and events in Monterey County, applicants must reside within Monterey County or neighboring counties. Preferred: · Previous wine industry experience, especially in marketing, promotion, and regional or varietal branding, as well as knowledge of winemaking and viticulture practices and familiarity with regulatory compliance. · Broad understanding of, and a passionate interest in, wine and the California/American wine industry. · Working knowledge of non-profit organizations (e.g., MCVGA 501 c 6 and Monterey County Vintners and Growers Foundation 501 c 3) is preferred. Resumes and Questions: Send any questions or resumes to: [KimStemlerKim@MontereyWines.org](mailto:KimStemlerKim@MontereyWines.org) (No telephone calls please)

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