

OREGON TRAWL COMMISSION

POSITION DESCRIPTION

SECTION 1. POSITION INFORMATION

Position Title: Director
Position Category: Management Service
Desired Hire Date: Between April 1 and June 1, 2018
Agency number: 656000
Work Location: Brookings
Position: Permanent, Full-Time
FLSA: Exempt
Eligible for Overtime: No

SECTION 2. PROGRAM / POSITION INFORMATION

The Oregon Trawl Commission (OTC), created in 1963 under Oregon law ORS 576, works for the positive development of the interests of all commercially licensed harvesters and processors of pink shrimp and groundfish landed in Oregon. The Commission assesses the landed catch at .5 percent of the landed value at the first point of sale.

The OTC's mission is to enhance the image of the trawl industry and to increase opportunities through generic promotion, education, and research and by initiating, monitoring and commenting on proposed legislation and regulations.

The OTC is one of 23 industry-funded commodity commissions that operate under the umbrella of the Oregon Department of Agriculture's (ODA) Commodity Commission Program.

The Director reports to an eight-member Commission appointed by the ODA Director. Five members represent harvesters, two represent processor interests in the industry; and one represents the public. The Commissioners determine how to use those funds for the betterment of the Oregon trawl fishery through generic marketing, promotion, education, and research.

The Director is responsible for carrying out policy directives developed by the Commissioners in a manner consistent with state and federal rules and regulations, and for meeting the objectives set by the Commissioners. The Director must stay current on federal fishing regulations and maintain effective lines of regular communication at all levels of the industry.

SECTION 3. DESCRIPTION OF DUTIES

Industry and Government Relations

1. Develop and maintain open lines of communication, good relations and productive interaction with:
 - i. Trawlers located at four major ports along Oregon's coast: Astoria, Newport, Charleston, and Brookings;
 - ii. Staff at seafood handling/processing plants and related industries;
 - iii. State agencies and staff at ODA, Oregon Department of Fish and Wildlife (ODFW), Coastal Oregon Marine Experiment Station (COMES), Oregon State University's

- Hatfield Marine Science Center, Sea Grant Extension, Oregon Albacore Commission, Oregon Dungeness Crab Commission, Oregon Salmon Commission, and others;
- iv. Federal agencies and staff including the U.S. Department of Commerce, National Oceanic and Atmospheric Administration, National Marine Fisheries Service (NMFS), Pacific Fishery Management Council (PFMC), and others.
 - v. Oregon elected officials and staff members including the Oregon Legislature's Coastal Caucus, staff and commissioners of Oregon ports, Oregon's U.S. Congressional delegations and staff.
2. Stay current and report to the Commission on developments related to existing and proposed state, federal and international legislation and other regulations with regard to tariffs, duties, reciprocal trade agreements, import quotas and other matters affecting Oregon-landed trawl commodities. As authorized by the Commission, represent and protect the interests of trawl commodities regarding any legislation, proposed legislation or action affecting trawl commodities. Stay informed, advocate for scientific research, report, and advocate for regulations that improve conditions for the Oregon Trawl fishery.
 3. If the Commission approves, retain and liaison with a contracted lobbyist to protect the interests of the Oregon Trawl Industry, on a state, national and international basis.
 4. At the Commission's direction, serve on committees of government and non-government organizations to represent the interests of Oregon's trawl industry and attend appropriate meetings. Examples: Serve as ex-officio member of COMES board on ODFW external budget advisory committee, and ad-hoc PFMC committees.
 5. Collaborate with Oregon State University related to the Oregon Trawl Commission Scholarship program.

Planning:

1. Develop, recommend to the Commission and implement the Commission-approved marketing plan to promote Oregon trawl-caught products on an annual basis. Recommend ways the Commission can establish appropriate measures to evaluate the effectiveness of the marketing program elements. Ensure that Commissioners measure the effectiveness of marketing activities.
2. Develop, recommend to the Commission and implement on an annual basis the Commission-approved Operational Plan. The Operational Plan includes a unified marketing, communications and public relations plan. The unified marketing, communications and public relations plan includes trade shows, events, industry newsletters, press releases, website, social media outreach, and other appropriate activities.
3. Facilitate periodic strategic planning and long-range goal setting process.

Communication and Marketing:

1. Develop and recommend to the Commission a multi-faceted cost-effective marketing plan to promote the sale, use and consumption of Oregon trawl-caught fish and pink shrimp to regional, national, and international markets and consumers. Implement Commission-approved plans.
 - a. As approved by the Commission, responsible for arranging logistics and attending various promotional and other industry related activities locally, domestically and internationally at food-related trade shows, festivals, fairs, and similar events.
2. Create and maintain working relationships with chefs and food professionals, school nutritionists, hotel and restaurant industry officials, seafood retailers, tourism and food writers, bloggers, and others to promote the value of trawl products in the diet. Recommend to the Commission plans to reach out to this group in order to promote sales. Provide information to this group about proper handling of Trawl-caught products.
3. Recommend to the Commission initiatives to collaborate with the three other Oregon seafood commodity commissions as Seafood OREGON, and with other Oregon commodity commissions on marketing, promotion and public relations opportunities.
4. Develop, implement, and maintain frequent communication with Commission officers, other Commissioners, other Oregon seafood commodity commissions, the Oregon Department of Agriculture, the Oregon Department of Fish and Wildlife, and other agencies and stakeholders.
5. Maintain regular communications with the Oregon Trawl industry through multiple communication vehicles including a quarterly newsletter and at least quarterly visits to the four major ports.
6. Coordinate industry response and represent industry to the media in crisis situations and in other public relations circumstances.
7. Upon approval by Commission, issue a request for proposals and following evaluation of proposals, obtain approval to contract for annual audits and recertifications, provide information to certifier, oversee completion of the conditions (if any) resulting from an action plan created by OTC Director and certifier in order to maintain the Marine Stewardship Council's certification of Oregon pink shrimp, Pacific Whiting and at least 13 groundfish species the West Coast Limited Entry Groundfish Trawl Fisheries. Seek funding sources outside the Commission to offset related costs.
8. Responsible for ensuring that communications with consumers and buyers take place on a regular schedule using multiple methods including Commission website, Facebook and other social media outlets.

Administrative:

1. Operate the Commission's office during regular business hours Monday through Friday. This includes but isn't limited to arranging leases and ensuring equipment necessary for a professional office such as: phone lines, fax lines, voicemail, copier, email addresses, website hosting, computer data server, database and back up of data is provided and maintained in good working order.
2. With the Chairman, plan, coordinate and facilitate a minimum of four Oregon Trawl Commission face-to-face public meetings and one budget hearing during each fiscal year. Schedule meetings in the various major port cities on Oregon's coast. Schedule telephone meetings as needed throughout the year.
 - a. Draft agendas for the Chairman's review

- b. Ensure that notice for the meetings is provided in compliance with state law
 - c. Ensure that meeting materials including minutes, financials and administrator's report are prepared in advance of the meeting and made available to the Commissioners, ODA and others
 - d. Ensure that minutes are taken during the meeting and, following the meeting, are prepared and distributed in a timely manner
 - e. At Commission meetings, present a verbal summary of activities and industry concerns and provide a written report of Administrator's activities.
3. Prepare and administer personal service contracts, agreements and research grants authorized by the Commission to carry out Commission programs. Maintain frequent contact with vendors and researchers to monitor progress of work. Advise Commissioners of work progress. Seek amendments to contracts and agreements when needed.
 4. Prepare, disburse and manage retention of commission records according to Oregon Administrative Rules. Examples of Commission records include meeting notices, minutes, correspondence, contracts, operational plans, assessment records, financial records, mailing lists, databases, marketing plans, and other documents.
 5. Ensure that Commissioners and staff are aware of and follow all applicable state and federal laws, and Commission policies and procedures.
 6. Prepare annual Operation Plan for adoption by the Commission and ensure it is sent to the state in a timely manner.
 7. Stay current on changes to state laws and state policies. Schedule annual review of Commission policies and procedures.
 8. Draft Administrative Rules as needed and following state processes for notice and adoption.
 9. Ensure Commissioners review OTC Policies and Procedures annually. Update as needed.
 10. Complete other projects and programs as may be assigned by the Commission.

Fiscal:

1. Oversee preparation of and review accurate financial records, monthly financial reports, including balance sheet that compares budgeted to actual revenues and expenditures, income statement, and groundfish and shrimp assessment reports with a five-year overview.
2. Work with Commissioners to prepare a draft budget annually for approval by Commission pursuant to ORS 576.395 through ORS 576.495.
3. Administer budget expenditures consistent with state and federal requirements, the Oregon Accounting Manual, the OTC Policies and Procedure Manual, and sound fiscal practices.
4. Administer the collection of producer assessments as set forth in state laws ORS 576.325 through 576.392 and related Oregon Administrative Rules (OARs). Ensure that delinquent account procedures are used.
5. Ensure that one individual handles receivable accounts and that payable accounts are handled by another individual.
6. Ensure that quarterly census reports are filed with ODA on a timely basis.
7. Administer preparation of annual state year-end financial statements and other financial reports related to program expenditures and commission operations.

8. Ensure that the Commission contracts with a municipal auditor for a financial statement audit as set forth in OAR 603-042-0010(4).
9. Build relationships with cable committees and other entities in order to apply for and better ensure success when applying for grant funding.

Supervisory:

1. Assign work to office manager; currently .5 FTE. Ensure work is completed in a satisfactory and timely manner. Prepare and conduct performance appraisal evaluations at least once a year prior to the Commission adopting its fiscal year budget. Recommend FTE and salary adjustments commensurate with duties performed to the Commission for consideration during preparation of the Commission's budget.
2. Administer a personnel policy that includes applicable state policies and procedures for hiring, disciplinary action, and terminating employees. Administer office procedures.

SECTION 4 - REVIEW OF WORK

The Director reports directly to the eight members of the Oregon Trawl Commission who make policy decisions that the Director carries out. The Director communicates with the Chairman on a weekly, or more frequent, basis.

The Director's performance is reviewed on an annual basis by the Commission members in an Executive Session as permitted by ORS 192.660(2)(i), Performance Evaluations of Employees, unless the employee requests the performance evaluation be conducted during an open meeting. The eight Commissioners determine any salary adjustments annually as part of the budgeting process.

SECTION 5 - WORKING CONDITIONS

1. As a professional, the Director works at least 40 hours a week on a five-day a week basis, or as specified by the Commission. Maintains a professional office and maintains relationships with the fleet in four Oregon port cities on the coast. Travel out of town, periodic weekend work and overnight travel required approximately 50% of the year overall. Weeklong meetings away from the office required at least seven times a year, including attending five PFMC meetings, the International Boston Seafood Show and the NOAA Fish Fry.
2. Applicant must have, or be able to obtain, a valid Oregon driver's license; have a good driving record and an automobile in good operating condition; or be able to provide an alternative method of transportation that is acceptable to the OTC. Routine private vehicle travel on the Oregon coast and inland. Private vehicle mileage is reimbursed at the approved State of Oregon rate (.535 per mile for 2017).
3. Ability to lift up to 50 pounds.
4. May occasionally encounter and work with people with strong opinions.
5. The Director works with financial and business information specific to the assessment payers and seafood processors in Oregon's trawl industry that must be kept confidential. Required to sign confidentiality statement with ODFW.
6. Be able to be bonded by the state of Oregon.

7. Must have a valid passport, or be able to obtain one, and be able to travel internationally.

SECTION 6 – GUIDELINES

The Director is responsible for understanding statutes, administrative rules, and policies and procedures as they relate to the administration and operation of an Oregon Commodity Commission. Examples are:

- ORS 576 and other statutes.
- Administrative Rule Chapters 656, 603 and other administrative rules governing state agencies.
- Oregon Department of Administrative Services policies.
- ORS 244, Oregon Ethics Laws.
- ORS 192, Oregon Public Record and Meetings Law
- Oregon Attorney General’s Administrative Law Manual and Uniform and Model Rules of Procedure under the Administrative Procedure Act.
- Oregon Attorney General’s Public Records and Meetings Manual.
- Oregon Attorney General’s Public Contracts Manual.
- OTC Policies and Procedures Manual.
- ODFW Administrative Rules related to the trawl and shrimp fisheries.
- National Marine Fisheries Service harvest specifications and management measures for Oregon groundfish trawlers.

SECTION 7 -- SUPERVISORY DUTIES

This position directly supervises .5 FTE working five partial days a week.

SECTION 8 -- QUALIFICATIONS

Minimum qualifications: *(Application materials must demonstrate your successful experience in items 1 through 8 below in order to qualify for an interview.)*

1. At least 7 years of experience as a successful leader managing:
 - a business or
 - a government program or
 - an organization or
 - an active nonprofit, or
 - serving in a leadership position as a volunteer;
2. A record of success as a dynamic, innovative and visionary leader with good judgment who is a quick learner and who can motivate, collaborate, attain consensus to achieve results;
3. Excellent verbal and written communication skills with a range of audiences and ability to represent an industry in a compelling, engaging and effective manner;
4. High ethical standards;
5. A minimum of 5 years of experience developing and implementing communication or marketing plans;
6. Strong organizational and analytical ability, good judgment and effective use of time-management skills;

7. A minimum of 5 years experience in accurate budgeting and financial management including payroll in a business, government or organization setting;
8. A minimum of 5 years experience successfully supervising and delegating work.

Desired qualifications: *(Those who demonstrate the following qualities in application materials, and meet all the minimum qualifications above, will qualify for an interview.)*

1. General knowledge of the commercial fishing/seafood industry or related fields;
2. Demonstrated success motivating volunteers and/or boards and in organizing and managing meetings;
3. Demonstrated success in writing grants, business proposals, or a plan of work for fund-raising;
4. A Bachelor's degree, Master's degree or PhD in business administration, public administration, communication, marketing, fisheries science management, or similar concentration.
5. Demonstrated success in public speaking;
6. Demonstrated motivation and initiative;
7. Demonstrated ability to work with a variety of people and personalities;
8. Demonstrated skills working successfully with social media.

SECTION 9. ADDITIONAL JOB-RELATED INFORMATION

Leads growth in the Oregon Trawl industry by recommending programs to the Commission, then follows projects through from beginning to end. Stays current on industry developments, on marketing opportunities, and communications methods. Must be a self-starter with high degree of business sense and savvy, the ability to establish and maintain successful working relationships, effective verbal and written communication skills, and the ability to adhere to and work to implement the Commission's policy and managerial direction. Must be able work in a small office environment, handle multiple tasks requiring attention to detail, use excellent time management and organization skills, collaborate with a wide range of personalities, delegate work, work independently, and function well using Microsoft Word, Excel and PowerPoint.

SECTION 10 - COMPENSATION

Salary and compensation commensurate with experience. Starting range \$60,000-\$75,000, depending upon experience with the possibility of a salary adjustment after successfully completing a six-month probationary period. Commissioners consider salary adjustments annually as part of the budgeting process.

As a state agency, the OTC provides a benefit package including:

- employer-paid medical, vision and dental insurance;
- paid vacation, paid sick leave and paid holidays as designated by the state; and
- employer contribution toward the state retirement plan (PERS).

Options for life and disability insurance are available at the employee's cost.

The position is a full-time professional position and is not eligible for overtime. The successful applicant will work the first six months as a probationary employee.

SECTION 11 – HOW TO APPLY

Application deadline for first consideration: **5 p.m. on Friday, February 9, 2018.**

Send the following application materials via United States Postal Service or delivery service. Application materials will not be accepted via email or fax.

1. A 1-page cover letter,
2. A resume of no more than 3 pages that clearly addresses the minimum qualifications and, when applicable, the desired qualifications listed in SECTION 8; and
3. Names, contact information, and professional relationship for three references.

Send a complete packet of application materials to 2 locations:

Kristyn Anderson
ODA Commodity Commission Program Office
1207 NW Naito Parkway, Suite 104
Portland, OR 97209

Oregon Trawl Commission Office
16289 Highway 101 S., Suite C
Brookings, OR 97415

If, after reviewing the applications received by 5 p.m. on Friday, February 9, 2018, the OTC does not have a satisfactory pool of candidates, the OTC will continue to recruit and accept applications.

ADOPTED