



Executive Director, Maine Brewers' Guild

Overview:

The volunteer Board of Directors is seeking an individual responsible for achieving the mission statement of the Guild to 'promote and protect Maine's craft beer brewers' and executing the goals of the strategic plan as set forth by the Board of Directors.

The Executive Director is expected to implement the structure, process and financials to lead the organization to performance excellence and is responsible for managing all elements of the Guild including fundraising, membership, financial, events, media and marketing, support of legislative activity and administration duties. This position will require passion for the industry, working in a fast-paced environment, coordinating many different concurrent projects, and operating in a self-sufficient and public-facing role.

LEGISLATIVE

- Support and assist Legislative Committee, Board of Directors, and lobbyists with execution of political awareness campaigns, legislator and policymaker outreach.
- Develop programs, documents and initiatives that support political affairs mission.
- Coordinate membership participation in legislative process.
- Inform, educate, and engage Guild members in legislative efforts of the Guild.
- Speak confidently about state and national legislative efforts impacting the craft beer industry and membership.
- Extend invitations and coordinate participation of legislators at key Guild events.

PUBLIC RELATIONS

- Serve as primary spokesperson for Maine Brewers' Guild, positioning MBG as 'first call' for media, and authoritative voice on beer in Maine.
- Respond to media inquiries to promote Maine brewers and beer industry.
- Translate strategic plan goals into effective public relations campaigns.
- Manage all PR/communications firm contracts, engagements.
- Oversee and manage Guild's online presence: website, social media, and press coverage.
- Publish basic media kit to inform media and public of latest statistics about state industry.
- Develop content for newsletters, media recaps, and infographic creation.

- Facilitate and maintain relationships with policymakers, economic development officials and industry stakeholders.
- Work to position industry and organization as positive contributor to local economy.
- Ensure Board members receive relevant information and talking points for media appearances.

FUNDRAISING

- Primary fundraiser for the organization.
- Responsible for driving top line revenue for Guild through donor cultivation and stewardship, management of fundraising events, and direct and indirect solicitation of support for organization.
- Develop budgetary fundraising goals in partnership with Board for inclusion in annual budget.
- Achieve fundraising goals as set forth in annual budget, and event budgets.
- Key contact for Allied Members - from initial inquiry through donation commitment.
- Develop and maintain fundraising collateral - including Allied Membership collateral, sponsorship sell sheets, sales collateral.
- Ensure all donor benefits are delivered: from newsletter inclusion to discounted tickets to annual Board/ donor dinner.

EVENTS

- Oversees creation of annual event calendar in concert with Events Committee/Board to be published Annually with updates Quarterly to facilitate the greatest member participation possible.
- Negotiates and signs all contracts for event contractors and venues.
- Ensures strategic goals of existing events are met.
- Events include: beer festivals, industry conference, town hall meetings, beer school events, fundraising events, member and legislative happy hours, annual meeting, etc.
- Develops new events which balance consumer demand and strategic initiatives.
- Ensures feedback from events is captured and improvements are made each year for recurring events.
- Determines pricing structure, sponsorship plan, and develops and adheres to budgets for all Guild events in concert with Events Committee.

MEMBER OUTREACH

- Executive Director should strive to visit member breweries weekly and report progress at monthly board meetings.
- Continued implementation of Non-Medical benefits program and work toward increased member benefit offerings.
- Write and distribute regular communications to all members to provide updates on affairs of the Guild, industry, regulations, and resources.

- Facilitates all member communication platforms (Facebook, email, etc.)

FINANCIAL

- Create annual organizational budget in concert with Treasurer and Board
- Responsible for meeting annual budget goals
- Responsible for effective A/R and A/P processes through Quickbooks.
- Oversee financial reports (budget, cash flow, balance sheet, P&L, etc.) in concert with Treasurer and bookkeepers.
- Ensure delivery of financial reports to Board prior to board meetings.
- Work with Treasurer to develop Annual Meeting presentation on organizational finances.
- Check signing responsibility.

ADMINISTRATION

- Facilitates Board Member election process including nominations, elections, onboarding and continued education.
- Implements the organizational structure for the Guild and the related staffing as approved by the Board.
- Maintains regular and personal contact with the MBG Board of Directors and Guild committees.
- Schedules monthly board meetings with published agenda no less than 24 hours prior to meeting.

Minimum Requirements:

- 3+ years working in the nonprofit sector
- Excellent communication skills
- Strong organizational and time management skills
- Experience managing event logistics
- Proficient in MS Office, Google, and Adobe applications
- Experience operating Zoom, Google Meet, or other webinar platforms
- Experience with QuickBooks or other accounting software is a plus

Location: Maine

Hours: Full time

Compensation: Salary anticipated in the range of \$70-\$85K, dependent on qualifications, plus a benefits package that includes paid time off, phone/internet stipend and travel reimbursement. Position can be work from home or hybrid. Requires occasional weekend or evening work and frequent in-state travel. Some out of state travel may also be involved (trade show, conference, etc.)

To apply, please submit resume and cover letter as a pdf document with your first and last name as the file name to: Jobs@mainebrewersguild.org

The Maine Brewers' Guild provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.