



North American Maple Syrup Council (NAMSC) **Executive Director Position**

The North American Maple Syrup Council (NAMSC) is seeking a part-time Executive Director. This opportunity offers flexible hours and the ability to work from home, with some seasonal travel required. We seek a candidate with the ability to organize, set priorities, work independently and forge and maintain relationships within the maple industry. NAMSC is a producer-focused nonprofit organization that promotes research and information sharing for the benefit of maple producers. It brings together maple producers, industry leaders, researchers and affiliated groups to share common interests, experiences and knowledge for the betterment of the maple syrup industry.

Summary of Responsibilities

The Executive Director reports to the Executive Committee (President, Vice President, Secretary-Treasurer, and Immediate Past President) and serves as an ex-officio member of that leadership group. Key duties will include:

1. Overall management of the Council's affairs, including Administration, Member Association Relations, Meeting Planning, Information Exchange, Public Relations, Budget Oversight, and Financial Planning. The Executive Director is the face of the Council and provides leadership in implementing the programs and priorities established by the board of directors. The Executive Director coordinates closely with the Secretary-Treasurer in the financial administration of the Council. This position also has responsibility for overseeing the Council's two web sites ([NAMSC – North American Maple Syrup Council](#) and [Maple Research](#)), and its social media presence.
2. This position is also responsible for the production and distribution of the Council's primary publication, **The Maple Digest**, which is published quarterly. This responsibility includes sourcing articles and subject matter, soliciting advertisers, editing & layout, and maintenance of the mailing/distribution list.
3. Other position responsibilities include:
 - Manage and monitor accomplishment of strategic plan goals and objectives
 - Advise and support host state/provincial associations on the annual maple conference
 - Serve as spokesperson, contact person, and public face of the organization; coordinating all internal and external communications
 - Work with the Board chair to set schedules and agendas for Board meetings; regularly communicate and engage with the Board and Board Committees
 - Develop an annual budget in coordination with the Executive Committee; ensure the organization is operating within budget; seek ways to generate additional revenue

Profile of the Ideal Candidate

- The ideal candidate will be passionate about the work of NAMSC, and able to effectively convey that passion to others.
- Strong communication skills are essential – both written and verbal.
- Computer/tech skills– the position requires proficiency with Gmail, Google Drive, Word, Excel, and database software, as well as proficiency with the use of social media. Ability to use website content management systems preferred.
- The ideal candidate will be able to engage with and build strong relationships with a diverse range of audiences/individuals. Strong interpersonal skills are essential.
- Strong organizational skills and an ability to multitask and work independently.
- Experience with budgeting and financial oversight.
- Able to accommodate fluctuating work hours during the year.
- Able to work from home, with access to high-speed internet and cell service.
- Able to attend minimum of 2 in-person events per year (valid passport required).
- Maple experience (or maple-adjacent) preferred but not required.
- Bilingual (English and French) preferred but not required.
- Past experience in organizational management and development preferred.
- Prior experience in fundraising desirable.
- Good negotiating skills desirable.

Hours, Compensation and Benefits

This is a part-time, contracted position with an expected average of 1,000 hours per year, with annual compensation in the range of \$20,000 - \$25,000 (USD). Hours may fluctuate during the year in accordance with key deadlines and events, and will be comped at less busy times of year.

The position allows for the Executive Director to work from home, with a small amount of travel required (the costs of which will be reimbursed), and the position allows for the Executive Director to adjust the timing of work hours as needed for his/her daily schedule. Necessary software to be provided by NAMSC.

This is an excellent opportunity for a candidate who desires a flexible part-time position. You must be a self-starter, able to work independently, set your goals and achieve them. The position provides an opportunity to get deeply involved in a unique industry with an interesting history that is changing and innovating rapidly. The maple industry is comprised of individuals who have proudly and passionately been involved in the industry for decades, and readily share knowledge with each other.

Application Process

Candidates must include a resume and a cover letter which describe how their qualifications and experience match the needs and mission of NAMSC. Applications will be accepted until the position is filled, with those applications received by July 15 being given priority consideration.

To apply, please send the required documents to bill@missionvelocity.com.

This search is being coordinated by Mission Velocity consultant, Bill Corwin and the leadership of NAMSC. All submissions will be acknowledged and are confidential, and any questions can be submitted to Bill at bill@missionvelocity.com.

About the North American Maple Syrup Council

NAMSC is a network of maple syrup producer associations representing 17 commercial maple-producing US States and Canadian Provinces. Each association appoints a delegate (board member) to the Council to represent their local interests and provide NAMSC's governance. NAMSC represents a wide range of producers and associations, and offers forums for information sharing, promotes research, protects quality standards, and helps to enhance marketing efforts around maple products. Since its founding in 1959, NAMSC has been a world leader in promoting and advancing the best interests of maple producers.

NAMSC's Vision is for all sugarmakers to consistently and sustainably produce high quality maple products. Our **Mission** is to be a leading advocate and resource for maple associations and their members, working to ensure that sugarmakers have the tools and support needed to sustainably produce high quality products.

Our Broad Array of Programs and Initiatives Includes:

Communication and Networking

As a trade association, NAMSC serves as a network facilitator for its member organizations. We provide opportunities for association leaders to share ideas and resources, connect them to educational and research opportunities, and support our member associations in growing their own organizations and serving their members.

Promote the Development and Funding of Maple Research & Education

The NAMSC Research and Education Fund raises and disburses funds for universities, institutions and member associations that perform maple research or education, as well as grants to member associations to develop programs, trainings and materials to help disseminate best practices. The Fund has given out more than \$1 million in grants over 35 years, catalyzing research that has been instrumental to the growth and success of the maple industry.

NAMSC Conference & Annual Meeting

NAMSC holds its annual meeting in conjunction with the industry's premier North American Maple Conference and trade show. The annual event is hosted by a member association and rotates each year throughout the maple producing states/provinces. Attendees gather to gain the latest industry information, network, and participate in workshops to improve their practices. The Conference features leading producers, researchers and educators who offer presentations, as well as vendors and manufacturers who demonstrate equipment.

Publications

NAMSC has published The Maple Syrup Digest quarterly for more than 50 years.

The Digest provides information including industry reports, research findings, state and provincial events, and information on products and services.

The North American Maple Syrup Producers Manual - NAMSC recently led the updating of the most comprehensive maple production resource manual in the industry. It co-published the third edition of the "Manual" and coordinated industry-wide distribution. The Manual is the industry standard in forestry, production, technology, maple markets and more.

NAMSC also manages mapleresearch.org, an online resource for sugarmakers which includes the most current and scientifically accurate information for quality and sustainable maple production.

The Opportunity Going Forward

NAMSC is seeking a part time Executive Director to lead it in addressing the needs of members, promoting greater levels of engagement within our network, developing sustainable revenue streams, and strengthening relationships with key partners such as other industry organizations. A strategic plan was developed in 2021 to build upon our past successes while embracing change and developing new priorities to meet the evolving needs of our membership and of sugarmakers in general. We have made strong progress on our plan in the past three years, and we seek an Executive Director who can build on that momentum to lead our continued success and growth.