

CINCINNATUS

STRATEGY • LEADERSHIP • SOLUTIONS

POSITION ANNOUNCEMENT EXECUTIVE DIRECTOR MINNESOTA STATE HORTICULTURAL SOCIETY

ORGANIZATIONAL OVERVIEW

The **Minnesota State Horticultural Society (MSHS)**, with headquarters in Roseville, Minnesota, is a 501(c)(3) nonprofit membership organization that provides education and resources to northern gardeners in the United States. The organization celebrated its 150th anniversary in 2016. MSHS offers classes year-round on gardening subjects. MSHS currently has 10,000 members and subscribers to its publication. Its mission is “to grow cold-climate gardeners through education, encouragement, and community.”

MSHS’s signature offerings include:

- Northern Gardener Magazine, a bi-monthly publication and the only publication on gardening exclusively for Hardiness Zones 3, 4, and 5.
- Garden-in-a-Box, which provides raised garden beds, soil, compost, vegetables, annual plants, seeds, and educational resources for organizations serving underserved children and families.
- Minnesota Green, which coordinates the donation of plants, seeds, and gardening tools to community and public gardens.

In addition, MSHS offers a wide range of educational events, participates in home and garden shows, exhibits at the Minnesota State Fair, trains flower show judges, and offers travel tours.

PRIMARY AREAS OF RESPONSIBILITY

Reporting to MSHS’s Board of Directors, the Executive Director (ED) leads a team of staff to ensure the effectiveness and sustainability of all programs, projects, and services. The ED also helps the organization achieve its mission in partnership with aligned organizations. The primary responsibilities are:

- Strategic Leadership and Communication: Assist in the development of, and fully implement the short- and long-range plans of MSHS, clearly articulating organizational goals for financial and programmatic stability and growth; motivate and inspire others to support the vision of MSHS financially and behaviorally. Develop MSHS’s Board of Directors.
- Financial Planning and Management: Plan and implement an annual fundraising strategy; seek and maintain relationships with institutional funders; develop annual giving and other campaigns; Own a \$1.2 million annual budget. Ensure long-term financial stability; oversee the development and management of budgetary and financial controls and procedures, including annual audits; keep the Board informed of financial and operational issues.
- Operational Planning and Management: Develop, implement, manage, and promote a wide range of community and member programs; maintain knowledge of developments in the horticultural and green industries; market, evaluate, and improve MSHS programs and projects.
- Human Resources Planning and Management: Support, develop, and retain qualified and excellent staff and volunteers; ensure the smooth and efficient operation of the organization by selecting and developing effective people; foster a culture of cooperation and mutual respect, focusing on outstanding performance.

- **Relationship Management:** Represent MSHS in public relations activities and to local and state media. Maintain strong and effective relationships with members, academic institutions, industry professionals, and partners in mission.

DESIRED QUALIFICATIONS

Education

- A Bachelor's degree in business, nonprofit management, horticulture, or related field is required; Master's degree preferred.

Experience

- Four or more years managerial or supervisory experience in a nonprofit organization.
- Five or more years experience in horticultural, green industry, or member organizations.
- Successful track record of fundraising through a mix of philanthropy, individual donors, corporate sponsorships, and government.
- Commitment to and passion for successful gardening in the northern climate.
- Ability to quickly make meaningful connections in the green industry at the individual and organizational levels.
- Commitment and ability to be an engaging ambassador and advocate for MSHS with key industry, community, and academic leaders.
- Knowledge of publishing print and electronic media a plus.
- Ability to successfully collaborate with partner organizations.
- Program planning, development, implementation, management, and evaluation.
- Proven administrative competence in areas such as financial management, budgeting, marketing, technology, planning, and goal setting.
- Ability to recruit, retain, and develop staff and volunteers.
- Excellent communication skills, particularly strong oral communication and presentation.

COMPENSATION

The salary range for this position is \$70K-\$85K, and is commensurate with experience and qualifications. In addition, MSHS offers a very strong and attractive state benefit package.

TO APPLY

The organization will begin reviewing applications July 1, 2020. Cincinnatus invites interested candidates to send an electronic letter of introduction and résumé to <https://app.smartsheet.com/b/form/480f5def181c48a9a5c79ca311cd21e4> (preferred).

Candidates may also email their application materials to: employment@cincinnatus.com, or mail a hard copy to Employment, Cincinnatus, 2021 East Hennepin Avenue, Suite 220, Minneapolis, MN 55413.