



CCOF

Organic Certification

Education & Outreach

Political Advocacy

Promotion

CCOF Policy Director Job Announcement

Organizational Overview:

CCOF advances organic agriculture for a healthy world. We advocate on behalf of our members for organic policies, support the growth of organic through education and grants, and provide organic certification that is personal and accessible.

CCOF is a nonprofit organization governed by the people who grow and make our food. Founded in California more than 40 years ago, today our roots span the breadth of North America and our presence is internationally recognized. We are supported by an organic family of farmers, ranchers, processors, retailers, consumers, and policymakers. Together, we work to realize a future where organic is the norm.

Position Summary:

The Policy Director (the Director) will lead CCOF's dynamic, multi-faceted work to advance organic agriculture for a healthy world through policy, advocacy, outreach, and strategic communications. The Director will be a highly collaborative leader who is committed to working with internal and external stakeholders to address local, state, and national policy and regulatory issues impacting CCOF members. The Director will also work across the organization to develop and implement strategies to elevate CCOF's visibility and serve its members through strategic communications.

The Director is a full time, exempt position based in Santa Cruz, CA. The Director reports to the CEO and serves on the CCOF management team. The Director leads the policy team.

Position Responsibilities:

Leadership and Management

- Lead, manage, and motivate the policy team staff.
- Effectively delegate tasks and develop the skills of the policy staff, including writing, public speaking, analysis, and strategy.
- Help develop and implement cross-organizational priorities and initiatives as a member of the CCOF management team.
- Lead the policy team's development and implementation of its annual work plan and budget, including coordinating with relevant CCOF departments.
- Inspire CCOF staff and members to work together to advance organic agriculture through policy and advocacy.
- Help facilitate an environment of mutual respect and understanding among CCOF's diverse departments, members, and organizational partners.



- In coordination with CEO, serve as a public-facing representative for CCOF at industry events, stakeholder meetings, and select media inquiries.
- Attend CCOF Inc. Board of Directors meetings and report on departmental work.
- Advise and inform CEO on policy and regulatory issues impacting CCOF and its members.

Policy/Advocacy

- In coordination with CEO, develop and implement strategies with the CCOF Board of Directors to build CCOF's political capital as well as develop and achieve policy initiatives such as streamlining regulations for organic farmers in California.
- Help lead special reports and projects with the CCOF Foundation such as the Roadmap to an Organic California project, which is a report to be published in 2020 that maps the policies to increase organic from 4% to 10% of California's agricultural land by 2030.
- Review, approve, and help draft all CCOF comments on regulatory issues, including comments to the National Organic Standards Board, the National Organic Program, and other federal and state agencies.
- Supervise and support policy team's work on California and national legislative issues.
- Lead work on select international policy matters.
- Ensure CCOF meets its obligations to and maximizes the benefits of its strategic partnerships and coalitions, including the policy team's work with the Organic Trade Association (OTA), the California Climate and Agriculture Network (CalCAN), and the National Sustainable Agriculture Coalition (NSAC).
- Represent CCOF, or assign and support policy staff, on committees, task forces, and at industry events as appropriate.
- Establish lines of communication and build relationships with members to understand their policy and regulatory challenges.
- Work with policy team to develop and implement strategies to engage members and support CCOF's grassroots advocacy efforts.

Outreach/Communications

- Lead CCOF's efforts to elevate its visibility and build its political capital at the local, state, and national levels through strategic communications, including developing content with the policy team for the CCOF magazine, e-news, website, and publications; writing and planning press releases to highlight CCOF policy and outreach activities; and coordinating responses to media inquiries and false claims about organic in the media.
- Develop reputation with media as "go-to" source for issues impacting California's organic sector.
- Coordinate closely with the CCOF Marketing and Sales Director to ensure consistent messaging and align policy/outreach communications with CCOF branding.

- Support policy team's work on special events, including farm tours.
- Support Member Services and Outreach Specialist in continual improvement of the CCOF chapter system as well as recruiting and developing organic leaders to serve on CCOF governance and external boards and committees.
- Support CCOF Foundation, the Member Services and Outreach Specialist, and other staff in hosting impactful events such as the CCOF Annual Meeting, Annual Conference, and special events like the Organic Grower Summit.

Essential Qualifications, Skills, and Experience

The ideal candidate will have the following:

- Bachelor's degree; higher degree in law, policy, or communications strongly preferred.
- Minimum of three years policy/advocacy/regulatory experience.
- Communications experience, including engaging with press and public relations, and interest in driving new communications strategies
- Knowledge of organic certification preferred.
- Unbending commitment to the organic sector and the benefits of organic food and agriculture.
- Management skills, including collaborative leadership, ability to delegate tasks effectively, commitment to team-building and motivation, and staff supervision and development.
- Collaborative approach to problem solving.
- Ability to think strategically and develop and implement plans in line with organizational goals and objectives.
- Ability to set team priorities and to organize, monitor, and track departmental activities and projects to ensure completion of strategic goals and objectives.
- Ability to manage complex deadlines, prioritize projects in a fast-paced environment, and work with other departments to achieve common goals.
- Extremely proficient written and verbal communication skills.
- Demonstrated comfort and skill in supplying a public voice for an organization.
- Proven ability to work in a dynamic environment with various stakeholders, sometimes possessing strong and conflicting opinions.
- Flexibility and willingness to do whatever it takes to get the job done.

Direct Reports

- Senior Outreach and Policy Specialist
- Member Services and Outreach Specialist (manages contract with outside policy specialist)
- Government Affairs Manager (supervises Advocacy Coordinator)

- Research Fellow

Hiring Process

Applications will be accepted until the position is filled. Interested applicants please submit the following:

- Cover letter summarizing your interest in the position and your qualifications,
- Current resume,
- 3 page writing sample,
- List of three professional references.

Please submit all application materials as a single pdf document. Incomplete applications will not be considered.

Submit all materials to employment@ccof.org

Compensation

CCOF takes pride in offering competitive salaries and excellent benefits. The Policy and Communication Director's compensation package will be based on qualifications and experience.