

Seward Co-op  
Job Description  
P6 National Director

**Purpose:** To lead the national Principle Six (P6) Cooperative Trade Movement. Support progress of the co-op toward the stated P6 Ends:

*P6 exists to build an equitable food economy through co-operative principles.*

*The P6 community supports:*

*E1. a diverse network of co-operatives*

*E2. co-operative businesses and independent farmers and producers*

*E3. a co-operative trade system that is socially, environmentally and economically equitable*

More information is available at [P6.coop](http://P6.coop)

**Status:** Accountable to P6 Board of Directors.  
Reports to Seward Co-op Operations Manager.

**Responsibilities:**

Steward the P6 Vision and Ends Accomplishment

- Work toward the big-picture vision and Ends shared by the P6 organization and P6 member co-ops while managing day to day operations of a small organization
- Serve as the face of P6 by representing the organization at national conferences, through articles and interviews etc.
- Serve as the key contact for all P6 inquiries
- Work closely with the P6 Board of Directors; including strategic plan implementation and development, attending monthly board meetings and setting monthly Board agendas, ongoing Policy Governance Reporting, convening committees and advisory board members as appropriate, annual Board elections

Grow the Cooperative Trade Movement

- Grow P6 from start-up phase to scaling up the Cooperative Trade Movement through active recruiting and new member onboarding
- With the Board, move the P6 business model toward future financial independence
- Explore new P6 income streams and partnerships with cooperative allies
- Lead P6 marketing and promotions strategy in partnership with the P6 Marketing and Communications Coordinator

Provide Organizational Oversight and Operational Management

- Manage organizational work flow and balance multiple priorities
- Set and adhere to P6 budget, provide quarterly financial reporting to the Board

- Supervise and partner with P6 Support Roles; Employee(s), Independent Contractors, professional contacts (legal and accounting) and interns
- Ensure organizational compliance and protection in tax, legal and liability matters
- Ensure adequate protection of the P6 Trademark and adherence to the P6 style guide and branding parameters

#### Provide Member Support and Services and Strengthen the P6 Peer Network

- Provide materials, training and technical assistance services to active P6 members
- Work to develop the Cooperative Wholesale member class, strengthening existing and growing new co-op to co-op supply chains
- Plan Annual Meeting, Board Retreat(s) and other meetings as necessary
- With P6 Marketing and Communications Coordinator,
  - organize, maintain and keep current a central repository of P6-related tools, templates, best practices etc. for P6 member use
  - set editorial calendar and strategy for web/social media/enews/marketing
  - respond to P6 inquiries and set and implement P6 recruiting strategy
  - train and onboard new retail and wholesale members cooperatives
  - plan for bi-monthly P6 Marketing Committee meetings and other affinity group meetings as appropriate
  - nurture a strong P6 peer network and actively seek opportunities for peer-to-peer learning and information sharing
- Maintain and strengthen relationships with all P6 member co-ops through regular one on one meetings with key staff, communication with General Managers etc.

#### Essential Qualifications:

- Organizational skills, attention to detail, strongly self-directed
- Excellent verbal and written communication skills
- Strong networking and relationship development skills
- Ability to lead a diverse group and create shared alignment across stakeholders
- Experience with sales and recruiting
- Organizational management skills and supervisory experience
- Experience with organizational budgeting and financial management
- Familiarity with and/or enthusiasm for the cooperative business model
- Computer proficiency, experience with Microsoft Office and WebEx or equivalent
- Ability to travel frequently
- English proficiency

#### Preferred Qualifications:

- Strong track record of collaborative work style
- Familiarity with QuickBooks, WordPress and web development, CRM systems
- Experience working with a Board of Directors and/or Policy Governance reporting

- Experience with marketing and promotions
- Experience working with small, local and cooperative businesses
- Understanding and familiarity fair trade industry and international small farmer cooperatives
- Knowledge of supply chain development
- Experience leading trainings and facilitating meetings (remote & in person)
- Familiarity with multi-stakeholder cooperatives

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