



Washington State Fruit Commission

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Managing Editor, *Good Fruit Grower* Magazine

www.goodfruit.com

The Washington State Fruit Commission (WSFC) is looking for an experienced and creative managing editor to steward the production of the *Good Fruit Grower* magazine (GFG) and its accompanying digital efforts. The GFG is regarded as the top publication covering the tree fruit industry worldwide. It is renowned for its timely and accurate information and is seeing a new generation of tree fruit producers and wine grape growers embrace its content. The managing editor plays the lead role in directing the future direction of the magazine, including its core product, the print edition, as well as digital platforms and a Spanish-language initiative. The managing editor must have a well-developed understanding of print publications and the ever-expanding realm of digital content from online paywalls to social media outreach. The successful candidate also must show a keen interest in the tree fruit and wine grape industries and a deep understanding of the magazine's mission, brand and role in those industries to help to foster continued success.

Currently, the GFG has 10 staff members between editorial, advertising sales, circulation/audience development. The managing editor position is an exciting opportunity to join and lead a mature team of talented and creative individuals, while also digging in to edit, layout pages or sell ads as needed.

Performance Objectives

Internal Leadership and Staff Management

- Lead, develop, motivate, supervise and maintain a highly productive and cohesive staff with professional/technical expertise and operational talent.
- Provide collaborative leadership with department chairs in maintaining a positive and efficient working relationship among the editorial, production, circulation and advertising staff. Lead and manage staff members, while working alongside them, with flexibility, an openness to suggestions, and the ability to effectively resolve conflict using regular meetings and open lines of communication.
- Manage performance using annual staff reviews as an evaluation tool; retain, recruit and develop staff and contract workers; and make any hiring or termination decisions in conjunction with/approval of the WSFC president. Ensure that staff follow all ethical standards.
- Oversee major magazine initiatives while ensuring the continued excellence of the core product, the print edition.

External Leadership and Board Relations

- Serve as an advocate and representative for the *Good Fruit Grower* and the WSFC within the industry and in the community at large.
- Work collaboratively with board and board committees to reach any specified goals, objectives and performance measures.
- Attend board meetings and prepare presentations as necessary to effectively keep board members engaged and updated.

Key Responsibilities

Financial Management

- Develop an annual budget, presented to the WSFC president and the WSFC board for approval, and ensure operation within that budget.
- Regularly monitor and verify budgets and cash flow/financial statements. Maintain consistent reporting on the organization's financial position and outlook and ensure fiscal responsibility.
- Work collaboratively with the WSFC president and treasurer regularly to ensure consistent reporting, communication and progress towards financial goals.
- Manage contracts (freelancers, printer and other services) with an understanding of and in compliance with Washington state regulations.
- Oversee a \$186,000 Washington State Department of Agriculture grant in support of a Spanish-language initiative to improve industry education among Latino growers.

Revenue Development and Audience Engagement

- Brainstorm with advertising sales team on revenue-generating concepts that meet current and new advertisers' needs and execute content in a way that complements advertiser messaging.
- Collaborate with audience development manager on initiatives to maintain the magazine's coveted spot as the industry go-to for horticultural and viticultural information. Strategize efforts to increase readership and reach and capture key audience metrics.
- Create new and innovative marketing and outreach strategies employing traditional print and digital technologies to increase visibility of the organization for diverse, new audiences.

Editorial

- Work with the editor to ensure high editorial standards for the print magazine and to steer editorial content for digital platforms and the Spanish-language website.

The Qualified Candidate

The WSFC is seeking an experienced leader to manage the *Good Fruit Grower*, both staff and operations, in a diverse and creative environment. The ideal candidate will have a track record of success in published editorial content, an understanding of display advertising strategy, graphic design and magazine layout and audience development across both print and digital platforms. A

background in agriculture/tree fruit production is very desirable. This is a diversified role that requires a take-charge, organized, enthusiastic person who can handle multiple assignments and deadlines in a fast-paced environment. Knowledge of Washington state and Northwest agriculture will be considered, as the WSFC is looking to expand readership/circulation and sales growth.

Specific Requirements Include:

- Minimum of 7-10 years of progressive experience in journalism and/or advertising and marketing with the documented ability to manage a staff and lead teams.
- Bachelor's degree required in English, journalism, advertising or related field.
- Proven ability to build strong external relationships with a variety of volunteers, public leadership, partner organizations and other stakeholders.
- Background of understanding spreadsheets, financial documents and maintaining a budget.
- Proven success in building strong and productive work teams with a focus on mentoring and developing staff members and fostering accountability.
- Strong analytic and problem-solving skills, with demonstrated ability to create, execute and monitor complex plans and translate those plans into concrete, forward-looking strategies.
- Career track record that shows stability with an organization and capacity to develop and nurture relationships culminating in overall success.

The position offers a competitive salary in the Central Washington region and excellent benefits. Relocation assistance may be offered. All inquiries will be held in strict confidence.

About the Washington State Fruit Commission

The mission of the Washington State Fruit Commission is to promote Washington and Northwest stone fruit in a way that creates opportunities for the highest possible returns for growers, and to assure and support the long-term viability of the industry. In addition, the commission works to educate growers, retailers and consumers about production and benefits relative to tree fruit.

The Washington State Fruit Commission (WSFC) was founded in 1947 and tasked with promoting stone fruit of Washington state to markets around the U.S. and the world through promotion, market development, research and education. Governed by a board of 17 directors, the WSFC is audited by the state of Washington and funded by growers for the implementation of domestic and foreign market development.

As part of an existing comprehensive industry vital to the continued economic well-being of the growers the organization represents as well as the state of Washington, the WSFC works to increase the awareness and consumption of Northwest cherries, canned Bartlett pears, Washington peaches, nectarines, apricots, prunes and plums, while driving educational outreach and information to the growers themselves. The core activities of the WSFC are fully focused in promotion, research, education and administrative services.

About *Good Fruit Grower* magazine

The WSFC flagship for grower education is the *Good Fruit Grower* magazine (GFG). The GFG mission is to educate growers by delivering information and content that supports the sustainability of tree fruit and grape production. Established in 1946, the magazine is eagerly read by orchardists and viticulturalists worldwide, covering the growing, packing, handling, marketing and research relative to tree fruit and wine grape production.

The magazine is published in Yakima, Washington, in the heart of one of the world's top tree fruit and grape growing regions. The GFG is internationally renowned for its timely, accurate, and in-depth reporting on key industry issues and its outstanding presentation both in hard copy and in digital form. The magazine has a circulation of nearly 11,000 readers in every U.S. state and more than 35 different countries.

The magazine is published 17 times a year on a semimonthly schedule from January through May and monthly from June to December. Subscribers are also able to access the latest news, the current issue and archives on a website.