



4950 West Dickman Road | Battle Creek, Michigan 49037 | phone (269) 962-7526 | fax (269) 962-8096

Job Description

Job Title:	Director, Food Reimagined		
Reports to:	President and CEO		
Date:	October 2022	FLSA Status:	Exempt - Fulltime
Hours:	Full-time, occasional evening and weekend work required		
Supervises:	N/A		
Travel:	10-20%, for conferences and other domestic travel		

Position Overview:

Battle Creek: Food Reimagined (BCFR) is a program designed to help emerging participants in the food and beverage industry to unlock opportunities to scale their progressive businesses through focused strategic and technical support. BCFR is the result of a community partnership consisting of public and private entities from the Battle Creek, SW Michigan, and across the State who possess resources relevant to the program's mission. By targeting industry participants working on truly unique and progressive solutions, BCFR hopes to contribute to the overall betterment of the food and beverage industry while also attracting more food and beverage related businesses to the community, in the process helping to position Battle Creek as a desirable location for these companies - and their peers - to do business.

Essential Responsibilities:

1. **Strategic Planning:** Creation of a multi-year strategy to launch and scale the program, working in conjunction with other partners to clarify target profile for participating companies, identify a general marketing approach, align on envisioned organizational structure, and determine key program processes.
2. **Attraction:** Recruitment of companies for potential participation in the BCFR program, including supporting research and targeting activities, conducting preliminary informational discussions, and helping evaluate companies for fit with the program.
3. **Marketing:** Marketing of BCFR to a wide variety of food and beverage industry participants through tactics such as social media, attendance of industry events and trade shows, participation in relevant panels or other seminars/webinars and direct conversations/meetings/presentations recruitment.
4. **Community Development:** Collaborate with public and private sector partners to implement programming.

5. **Administration:** Oversight of all major administrative processes, such as meeting coordination; event planning; community engagement; budgeting, including seeking and acquiring diverse funding, communication to the general and food community, collaboration, and coordination with the BCFR collaborative, including the venture capital fund.

Team Responsibilities:

We expect all team members to promote our mission to build a strong community by driving strategic investment and job creation. Employees are encouraged to be flexible and entrepreneurial promoting a collaborative team-centered culture. Initiative and creativity should be demonstrated daily to ensure the organization prospers over time through successful community development initiatives. Projects are to be completed with quality, within budget, and on schedule. We are here to make a difference together.

Knowledge, Skills, and Qualifications:

- Five to seven (5-7) years of full-time work experience in a closely related area including food R&D, marketing, new product development or equivalent food industry experience.
- Bachelor's degree (Master's degree preferred) from a four-year college or university; exceptions may be considered in candidates with significant relevant work experience.
- Proven ability to work across diverse groups of stakeholders on a variety of relevant issues to achieve targeted outcomes, including on specific timelines.
- Experience with desktop publishing, graphic design, Adobe products, Publisher, Microsoft Office Suite, WordPress, Social Media platforms, and Salesforce (CRM) preferred.
- Experience creating and managing a project budget including writing funding proposals and reports.
- Availability to attend in-person and virtual meetings on nights/weekends and to reach the office in cases of emergency.
- Possess the temperament and flexibility to work effectively in a fast-paced and energetic environment.
- Strong verbal, written, and oral communication skills across a variety of settings (i.e. one on one discussions, group meetings, presentations).
- Strong multi-tasking skills, meeting deadlines, and performing under pressure.
- Ability to work both independently and in a collaborative team environment.
- Must be a self-starter, requiring minimal direction for completing assignments.
- Skills to motivate and coordinate a team of diverse volunteers and community stakeholders.
- Proven track record to create and maintain relationships with organizations, individuals, and businesses.
- Ability to maintain confidentiality of highly sensitive information. Absolute integrity and discretion are essential.

Physical Factors/Working Conditions:

Work is generally performed within an office environment, with standard office equipment available. Remote work systems are in place to allow for flexibility within reason. Work is generally sedentary in nature, but may require standing, walking, and light lifting. Included is exposure to a wide range of travel conditions (walking, lifting, driving, riding in vehicles, hotel stays, weather conditions).

This description reflects management's assignment of essential responsibilities only. The incumbent is responsible to BCU to carry out other duties within the scope, spirit and purpose of the job as requested. BCU reserves the right to amend and change responsibilities to meet business and organizational needs as necessary.

To apply, please submit a cover letter, resume, and references online at www.bcuunlimited.org or email this directly to: joinourteam@bcuunlimited.org.