



EXECUTIVE DIRECTOR



ABOUT THE ORGANIZATION

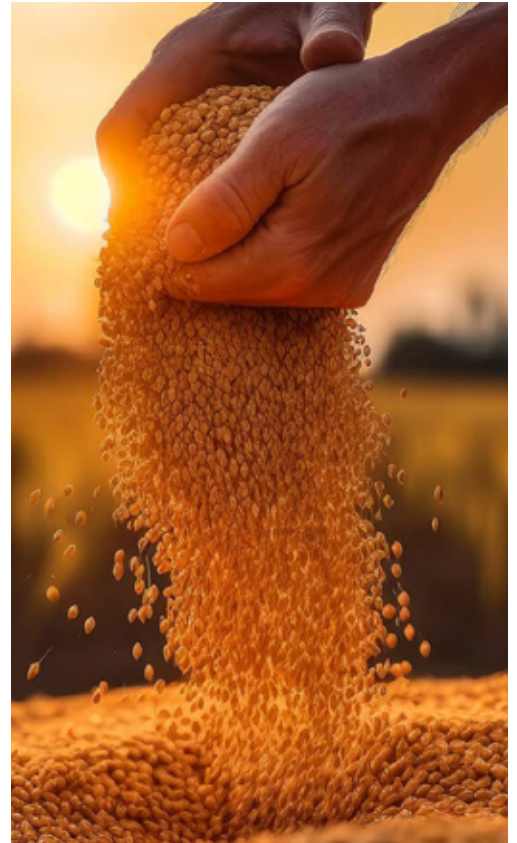
The Wheat Foods Council (WFC) is a national organization working to strengthen domestic demand for wheat on behalf of U.S. wheat farmers.

As the wheat industry continues to evolve, demand is shaped not only by markets, but by how wheat is understood, trusted, and valued by consumers, businesses, and decision-makers. The Wheat Foods Council plays a critical role in influencing these factors, helping create the conditions that support long-term demand and value for wheat.

Following a recent organizational reset, WFC is sharpening its focus on elevating the voice of wheat farmers, strengthening the connection between farmers and consumers, and aligning the industry around clear, credible messaging. The organization works to communicate the value of wheat as an ingredient, highlight the production practices used to grow it, and support conversations that reinforce wheat's relevance across food and emerging uses.

Through communications, partnerships, and industry collaboration, WFC connects wheat farmers with the audiences whose perceptions influence demand. The organization works across the wheat value chain to align messaging, amplify credible information, and support initiatives that contribute to stronger demand and expanded opportunities for wheat.

WFC is funded by membership dues from state wheat organizations and is governed by a board of farmer leaders and state wheat organization representatives committed to advancing the long-term success of U.S. wheat farmers.



THE OPPORTUNITY

The Wheat Foods Council seeks a dynamic and collaborative Executive Director to guide the organization through its next chapter.

This is a unique moment to lead the organization. With a clear strategic direction and strong support, WFC is positioning itself to play a more visible and influential role in strengthening domestic demand for wheat.

The Executive Director will help translate this direction into action, building partnerships across the grain value chain, strengthening communications and outreach efforts, and helping ensure wheat farmers have a credible voice in conversations that shape how wheat is understood and valued.

Working closely with the Board of Directors, this leader will help build momentum for the organization's evolving role and ensure the Wheat Foods Council delivers meaningful value for wheat farmers and the broader wheat industry.

This role requires a leader who is comfortable operating both strategically and operationally; someone who can develop ideas, build partnerships, communicate effectively with diverse audiences, and help lead organizational change.

KEY RESPONSIBILITIES

Strategic Leadership

- Work with the Board of Directors to translate organizational priorities into clear strategies and initiatives that strengthen domestic demand for wheat.
- Position the Wheat Foods Council as a credible national voice connecting wheat farmers, the grain value chain, and the audiences that influence demand.

Communications and Public Engagement

- Lead development and execution of the organization's messaging strategy.
- Serve as a visible spokesperson representing wheat farmers in media, industry, academic and public conversations.
- Communicate the value of wheat as an ingredient in a wide variety of products.
- Develop messaging frameworks that strengthen public confidence in wheat.
- Elevate farmer voices through public promotion


Messaging and Content Development

- Oversee creation of communication materials including digital content, reports, media materials, and presentations.
- Ensure messaging is clear, consistent, and aligned across partners and stakeholders.
- Support development of tools that help partners and farmers communicate effectively and on message.

Partnerships and Industry Collaboration

- Build relationships across the wheat value chain including state wheat organizations, industry partners, food companies, universities and allied groups.
- Identify opportunities to collaborate on messaging, outreach, and demand-building initiatives.
- Work with partners to reduce duplication and amplify impact.
- Develop paid sponsorship programming.

Organizational and Operational Leadership

- Support the Board of Directors in governance and strategic decision-making.
 - Manage budgets, contracts, and administrative operations of the organization.
 - Engage prospective staff, contractors, and agency partners to deliver high-quality work aligned with organizational priorities and timelines.
 - Coordinate programs, partnerships, and communications initiatives that advance the organization's mission.
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IDEAL CANDIDATE PROFILE


The successful candidate will be an effective communicator and relationship builder who can translate industry priorities into clear messaging and partnerships that advance the organization's mission.

This leader will be comfortable working with farmer leaders, industry partners, and a wide range of stakeholders across the grain value chain. The organization needs a leader who brings both strategic perspective and practical execution skills. The ideal candidate is someone who can guide the organization's direction while also helping develop and implement initiatives that strengthen demand, improve coordination, and elevate the visibility of wheat.

Required Qualifications:

- Bachelor's degree in communications, marketing, agriculture, business, public relations, or a related field; equivalent professional experience may be considered in lieu of a degree
- Five years or more demonstrated experience leading teams in communications, marketing, public affairs, nonprofit leadership, or a related field
- Strong written and verbal communication skills, with the ability to translate complex topics into clear and compelling messaging
- Experience building partnerships and working collaboratively across organizations or sectors
- Ability to work effectively with a governing board and engage diverse stakeholders
- Proven experience in translating board-led priorities into actionable initiatives and delivering results
- Experience managing projects, budgets, or programs in a dynamic environment
- Willingness and ability to travel regularly to industry meetings and partner organizations

Preferred Qualifications:

- Knowledge of agriculture, food systems, or the grain value chain
 - Experience in public relations, strategic communications, or marketing initiatives related to food, nutrition, or agriculture
 - Experience serving as a spokesperson or representing an organization in public or media settings
 - Background working with farmer-led organizations, commodity groups, or trade associations
 - Familiarity with issues shaping consumer perceptions of food, agriculture, and nutrition
 - Experience leading collaborative initiatives across multiple organizations or stakeholders
 - Experience engaging and managing external partners (agencies, contractors, consultants), including scoping work, aligning expectations, and driving execution against defined outcomes
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LOCATION

This is a national role with regular travel to industry meetings, partner organizations, and board gatherings. The role does not require relocation to a specific office location. The Wheat Foods Council is open to exploring co-location arrangements with a state wheat organization in the successful candidate's region.

COMPENSATION AND BENEFITS

A competitive compensation package will be offered. The anticipated salary range for this position is \$140,000-\$180,000, commensurate with experience, leadership capability, and the ability to operate at a national level. The organization is open to candidates at different stages of leadership and will align scope and expectations accordingly. The position also includes retirement contributions, health insurance support, and paid leave.

PROCEDURE FOR CANDIDACY

WFC has retained Roots & Legacies to assist the boards in this search. Applications should include:

- Resume or curriculum vitae
- A cover letter describing interest in the position and relevant leadership experience

Applications and nominations may be submitted to: emily@rootsandlegacies.com

Screening of candidates will begin May 15, 2026, and continue until the position is filled.

The Wheat Foods Council is an equal opportunity organization. We encourage qualified individuals from all backgrounds to apply and do not discriminate on the basis of race, color, religion, sex, national origin, age, disability, or other legally protected status.