



Job Opportunity: Executive Director

Turfgrass Producers of Florida, Inc. (TPF)

Position Type: Remote with some travel

Location: Must reside within the state of Florida

About Turfgrass Producers of Florida

Turfgrass Producers of Florida, Inc. (TPF) is a nonprofit, membership-based trade association representing sod farms, suppliers, and allied industry partners across the state. TPF promotes the value of natural grass, advocates on behalf of turfgrass producers, provides education and resources, fosters research partnerships, and builds connections within the green industry.

Position Summary

The Executive Director is responsible for providing leadership, strategic direction, and day-to-day management of the association. This position works in close partnership with the Board of Directors to advance TPF's mission, represent the industry to external stakeholders, and ensure the continued growth and success of the organization. This is a full-time position with flexible working hours.

The Executive Director should have excellent communication, organizational, and administrative skills, the ability to build strong relationships, and a passion for advancing Florida's turfgrass industry.

Key Responsibilities

Leadership & Strategy

- Provide leadership and direction consistent with TPF's mission and goals.
- Serve as the primary spokesperson and representative of TPF to members, partners, and the public.

Membership Engagement

- Build and maintain strong relationships with members, prospective members, and allied industry stakeholders.
- Develop and implement strategies to grow and retain membership.

- Develop and deliver programs, services, and communications that enhance member value.

Advocacy & Industry Relations

- Represent TPF in policy discussions and regulatory matters affecting turfgrass production, water use, and environmental stewardship.
- Build partnerships with universities, research institutions, allied associations, and government agencies.
- Promote turfgrass as an essential natural resource within Florida landscapes and recreation.

Programs & Events

- Plan and oversee TPF's annual conference, field days, and educational programs.
- Manage development of publications, digital communications, and industry resources.
- Ensure all events and programs provide value and visibility to members and sponsors.

Financial & Administrative Management

- Oversee finances, budgeting, and reporting in accordance with nonprofit best practices.
- Ensure compliance with bylaws, governance policies, and applicable regulations.

Qualifications

Required:

- Bachelor's degree in agriculture, business, communications, nonprofit management, or related field.
- Ability to work independently; self-motivated.
- Strong financial, organizational, and communication skills.
- Comfortable speaking to new people and to groups.
- Willingness and ability to travel as needed.
- Proficient in Microsoft 365 software (including Word, Excel and PowerPoint), Quickbooks, Adobe software, and basic HTML/website management.

Preferred:

- Knowledge of turfgrass production, sod farming, or related green industry sectors.
- Experience in a nonprofit, trade association, or agricultural organization.
- Experience in advocacy, policy engagement, and government relations.

- Experience with fundraising and sponsorship development.

Compensation & Benefits

- Salary range: \$60,000 - \$70,000.
- Benefits include employer-paid retirement, paid holidays, and paid time off.
- Ability to work from home.
- Flexible working hours.

To Apply:

Submit a cover letter, resume, and three professional references to the TPF Search Committee at **turfgrassproducersofflorida@gmail.com**

Applications will be accepted through **October 31, 2025** or until the position is filled.