

## 2022 Development Director Job Description

The Needham Community Farm (NCF) Development Director is responsible for driving all aspects of fundraising and marketing. This year-round, part-time employee reports to the President and works closely with the Board of Directors, volunteers and seasonal employees. This is a 15-hour a week position with fewer hours anticipated in the summer months. The hourly rate is \$25.00, \$30.00 depending on experience.

### **JOB SUMMARY:**

**Fundraising & Development Priority #1** In this role the Development Director will create and implement the annual fundraising plan in coordination with the President and Development Committee and is responsible for driving and executing on the various fundraising initiatives. In past years the fundraising scope has included: one (1) annual silent auction event, one (1) online auction, the on-going annual appeal campaign, selective grant writing proposal of corporate sponsorships that underwrite specific community events and programs. With the advent of COVID-19 NCF has had to recreate and innovate alternative ways to fundraise. In 2022 the major fundraising initiatives include but not limited to:

- Develop sponsorship packages and secure sponsors for our 2022 Food Donation Program and for our 2022 Educational Programming
- Lead all aspects of the Spring 2022 annual appeal campaign
- Lead all aspects of the Fall 2022 annual appeal
- Research, identify and write grants that support farm operations, educational programming and capital investments
- Organize, plan and run events
- Learn about and become the NCF expert in iWave

In this role the Board expects this Development Director to evaluate overall effectiveness of current programs & make necessary adjustments to increase revenue and operational efficiency. The Director will also be expected to identify additional fundraising opportunities suitable to the Farm donor audience. The Needham Community Farm values relationship-based fundraising and therefore desires an individual with professional standards and excellent communication skills. Success will be measured based on a number of factors including incremental revenue and increased donor base.

### **Marketing and Public Relations Priority #2**

To meet the organization's fundraising goals, the Development Director will also be responsible for all aspects of marketing and public relations, in coordination with the President, the Communications Committee and other volunteers.

In 2022 the major marketing initiatives include but not limited to:

- Develop and implement a marketing communications plan that supports the Farm's fundraising goals
- Maintain and manage database held in Little Green Light
- Write outreach and thank you letters
- Produce brochures and Flyers
- Issue press releases to print and online media
- Nurture and expand social media presence
- Produce the monthly newsletter with input from the board and farm employees
- Own additional projects upon request

#### JOB REQUIREMENTS:

- Bachelor's Degree
- Excellent written and verbal communication skills
- Exceptional interpersonal skills; ability to interact effectively with community leaders, board members, corporate executives, prospects, donors, and a variety of volunteers
- Possess ability to work independently, problem solve, think critically; engage support as necessary
- Ability to handle flexible hours (A few evenings, and occasional Saturday / Sunday to help with events) Project planning and leadership skills
- Possess drive to carry projects to conclusion
- Ability to learn and use database management software
- Ability to work from home as NCF has no physical office space . Working knowledge of social media tools: Facebook & Twitter
- Experience with Website management preferred Familiarity with small, organic farms and the needs of the local food system preferred Prior experience in fundraising preferred
- Prior experience organizing events preferred
- Design skills preferred
- Grant writing experience preferred