

**Project GROWS Job Title:**

Executive Director

**Organization description** Launched in 2012, Project GROWS (PG) is a 501(c)3 nonprofit educational organization with a mission to improve the overall health of children and youth in Staunton, Waynesboro, and Augusta County, Virginia. We believe that kids deserve a healthy life and future. We are changing kids' health by connecting them to nutritious vegetables through hands-on, garden-based, nutrition education and access to healthy food. Research shows that connecting kids to healthy food through garden-based education, paired with access to vegetables, leads to significant improvements in health habits. PG currently partners with 25 schools and organizations locally to serve more than 5,000 youth each year.

**Organization****Values:**

- Promote health
- Respectful and authentic interaction
- Triple bottom line
- Reliable and accountable
- Transparent
- Value diversity
- Sustainable growth
- Honor and accept feedback
- Collaborative
- Celebrate success

**Job Description:** The Executive Director reports directly to the Board of Directors, and is responsible for the organization's consistent achievement of its mission and financial objectives. The major duties of the Executive Director include: strategic program management, fiscal management and sustainable fundraising, staff management and oversight, and outreach and awareness. The Executive Director is expected to uphold the organization's values and represent the organization with integrity in the community. Additionally, the Executive Director is responsible for ensuring the advancement of Project GROWS' strategic priorities which include: awareness and outreach, sustainability, diversity and inclusivity, and capacity and infrastructure.

**Supervisor:** Board President. The ED will meet monthly with the Board of Directors to communicate progress toward goals and impact made in the community. The Executive Committee of the Board of Directors will meet with the ED annually to evaluate the effectiveness of the ED's leadership of the organization for the previous year.

**Compensation:** The Executive Director is currently a year-round, 40 hr/week position. Benefits include: health insurance, paid time off, and a share of farm produce. This is a paid position starting at \$50,000-\$55,000 annually, negotiable based on experience.

## **Major Duties:**

### **Strategic Program Management**

- Oversee implementation of current strategic plan
- Create systems to evaluate and monitor program progress and impact
- Solicit ongoing feedback from stakeholders, team members, and community members to inform programs annually

### **Fiscal Management and Sustainable Fundraising**

- Develop annual fundraising plan and manage all aspects of individual giving including identification, cultivation, solicitation, and appreciation
- Maintain organizational database of donors and community partners (Bloomerang software)
- Maintain regular donor communication
- Implement annual giving campaign that includes two solicitations
- Solicit major gifts
- Oversee annual gala and other small events throughout the year as needed, in partnership with Fundraising Committee
- Oversee grants management including research, applications, appreciation, and reporting
- Build relationships with potential corporate sponsors and solicit donations
- Develop and solicit opportunities for earned income and program income
- Develop annual organizational and programmatic budgets in conjunction with the Board of Directors and ensure that revenue and expenses stay within reason of annual budget
- Process organizational mail, pay bills, and keep up with all state and federal nonprofit and corporate regulations
- Manage cash flow, record keeping, fiscal processes and procedures including copying and depositing all checks, writing thank you notes, keeping records, etc.
- Work in collaboration with accountant to provide payroll hours, monthly deposit records, and tax information
- Work with Board Treasurer to provide monthly financial statements to board of directors
- Hire and work with outside accountant to provide an annual financial review

### **Staff Management and Oversight**

- Hire and manage staff providing job descriptions, annual work plans, and annual reviews
- Provide program support and staff professional development
- Build organizational capacity and infrastructure
- Provide staff support to fill in critical gaps in core programming and to build programming in such a way that aligns with organizational vision and mission
- Develop personnel policies and ensure compliance with these and with organizational bylaws

**Outreach and Awareness:**

- Create and manage marketing plan that includes: monthly e-newsletter, social media, website management, annual report, flyers, posters, a video for the gala, and regular press releases
- Create consistent branding across all marketing materials
- Cultivate engaged volunteers and stakeholders around Project GROWS' mission
- Develop and grow relationships with community partners
- Create sustainable collaborations through MOUs and other formal partner agreements
- Develop a collaborative relationship with the Board of Directors
- Give tours at the farm and deliver presentations locally and at statewide and regional conferences
- Ensure organization participation in events throughout the community (Earth Day, Kids Matter Day, Seed Swap, MBU career fairs, and others)
- Cultivate donors, volunteers, and stakeholders through weekly potluck dinners at the farm

**Knowledge:** A masters degree in nonprofit leadership, business management, or a human service discipline and/or 3 years experience in a nonprofit leadership role is required. A degree in sustainable agriculture and/or 3 years experience working on a small market farm is required. In addition, the successful applicant must have a basic knowledge of permaculture and be able to work outside in physically demanding environments, and possess an understanding of the importance of affecting change through interpersonal relationships.

**Skills:** Project GROWS seeks an individual with experience in strategic design and implementation and fundraising experience with excellent interpersonal, customer service, time management, and organizational skills and who has demonstrated experience monitoring and meeting deadlines. Possesses the ability to manage various community relationships and to effectively and diplomatically communicate information verbally and in writing. Experience with/knowledge of working with children and youth from diverse backgrounds. Has intimate knowledge of the flow of a full season in a production garden/farm. Proven ability to manage multiple priorities. Proven ability to work collaboratively as a team. Has the ability to build leadership qualities and empower staff, volunteers, and children and youth to participate in the decision-making opportunities in the organization. Has the ability to build and maintain trust among community members, the staff, and board of directors.

**Other:** This position will require the Executive Director to be both comfortable in an outdoor setting engaging with plants, comfortable working independently in an office setting, as well as comfortable providing instruction and/or workshops to youth on and off-site.

I have read, understood, and can perform the requirements of this position. I also understand that these are the current requirements of this position and that these requirements may be changed, modified, added to, or eliminated at any time based upon the needs of our organization and partners.

This listing will close on or before December 1, 2019; if interested, please send resume and cover letter to [hdesmond@marybaldwin.edu](mailto:hdesmond@marybaldwin.edu)