

**Project GROWS Job Title:**

Executive Director



**The Ideal Candidate:** The ideal candidate for the Executive Director position at Project GROWS is a self-starter, passionate about food access and farm-based education, and understands the unique needs of underserved youth and families in the Shenandoah Valley. The ideal candidate will have outstanding communication skills, an entrepreneurial spirit, commitment to strong fiscal management, and a deep knowledge of organizational leadership, fundraising and grant writing. This position is best filled by an individual who has experience reporting to a board of directors or who has several years of management and senior-leader experience in a nonprofit setting and shows significant aptitude for leadership in a growing organization.

**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. Through food production, on-farm education, in-school education, and food access programs, we bring nearly 200,000 servings of fresh, local produce each year to children and families in Staunton, Waynesboro, and Augusta County.

**Organizational Values:**

- Healthy, sustainable living
- Respectful and authentic interaction
- Transparency
- Reliability and accountability
- Diversity, equity, inclusion, and belonging
- Collaboration
- Constructive feedback
- Triple bottom line
- Strategic, smart growth

**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 development, 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 Chair. The ED will meet regularly 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, generous paid time off, and a share of farm produce. Salary is negotiable based on experience.

## **Major Duties:**

### **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
- Work collaboratively with the Board to develop a governance pipeline

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

- Develop annual fundraising plan and manage all aspects of individual giving including identification, cultivation, solicitation, and stewardship
- Expand our current donor base through outreach and significant cultivation
- Maintain organizational database of donors and community partners (Bloomerang software)
- Maintain regular donor communication
- Implement annual giving campaign that includes at least two solicitations of LYBUNTS and SYBUNTS
- Solicit major gifts
- Oversee annual gala and other fundraising 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 and manage payroll

### **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

**Experience and Education:** Five years experience in a nonprofit leadership role preferred, a B.A. and experience in a related field 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 planning and implementation, financial management, and fundraising, with excellent interpersonal, communication, time management, and organizational skills. This position requires 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 strongly preferred, as well as proven ability to manage multiple priorities. Our next ED will also have the ability to build leadership qualities and empower staff, volunteers, and children and youth, and will have the ability to build and maintain trust among all key stakeholders.

**Other:** All candidates should be 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.

**To Apply:** Interested applicants should send resume and cover letter to Ann Snyder, Board Co-chair: [annsnyder5@gmail.com](mailto:annsnyder5@gmail.com)