

Development and Communications Director

Job Description

Reports to: Executive Director

Salary and Benefits: DOE

Position Summary

The Development and Communications Director is a key member of the Leadership Team that ensures the achievement of the development and communication goals of Viva Farms. The Director is responsible for designing and leading activities related to the analysis, planning, execution, and evaluation of the development and communications programs for the organization.

The Director works in partnership with the Leadership Team to define fundraising strategies, as well as oversee the communications and public relations efforts to elevate Viva's profile and enhance the organization's mission. The Director will lead the efforts to design and implement a comprehensive and strategic development and communications program, including major and planned gift donor development, grant proposals, event management and special campaigns.

Essential Responsibilities:

Organizational Leadership

- Provide strategic fundraising and communications counsel to Executive Director, board members, volunteers, and staff
- Identify and anticipate opportunities; design and propose strategic solutions and detailed plans to achieve Viva's business and fundraising goals
- Keep apprised of fundraising and communications best practices in the non-profit sector, constantly improving and innovating our strategy to advantage the organization

Staff Supervision

- Manage contracts and scope of work for graphic design, website, and campaign consultants
- Lead Resource & Community Development Team
- Supervise Development and Communications Manager

Volunteer Supervision & Coordination

- Staff the Board Fundraising & Communications Committee in their duties to:
 - Review, assess, and provide counsel on the fundraising and communications strategies
 - Play an active role in outreach to current and prospective donors
 - Share Viva's brand and core messaging
- Coordinate staffing of campaign leadership and event team volunteers
- Engage and retain volunteer photographers and videographers
- Oversee the grant writing team

Resource Development:

- Ensure secure record-keeping systems are in place and maintained for tracking donor participation, identification, cultivation, stewardship and volunteer activities
- Prepare detailed plans of action for all approved fundraising and communications programs, including budgets to support their implementation
- Work with the Executive Director to set, track, and meet annual and capital fundraising goals, and impact investments from individual philanthropists and institutional funders
- Lead grant proposals and letters of inquiry; prepare budgets, reports, and other documentation and correspondence
- Research prospective individual, corporate, and foundation donors identified by board members, staff, and other volunteers
- Build and maintain relationships with a portfolio of 100+ current and prospective major donors, and institutional funders; attend events, conferences and trainings
- Oversee institutional giving, annual fund, recurring gifts, workplace donors, and fundraising event goals within annual and multi-year fundraising plans
- Establish a formalized planned giving program and instigate next-generation philanthropist giving initiatives
- Grow and maintain public-facing partnerships

Communications:

- In close collaboration with the Development and Communications Manager, establish measurable goals for the communications program that support Viva's revenue generation, audience growth, and community engagement objectives
- Direct the development and implementation of a communications plan that conveys Viva's mission with clarity, inspires lasting community support, increases organizational visibility, and supports revenue generation and community engagement objectives
- Oversee and approve content and materials for fundraising and communications programs, including: campaign messaging; cases for support; fundraising appeals and acknowledgments; press releases; email, website, social media, and video content
- Direct grant-related contracts and reporting in collaboration with program staff; ensure all deadlines are anticipated and met
- Work with staff and volunteers to ensure that all fundraising, communications, and community engagement initiatives are consistent with the overall mission, vision, and values of Viva Farms

Core Competencies & Qualifications:

- The ideal candidate must demonstrate a commitment to the Viva Farms' Vision and Mission and have a deep commitment to growing a culture of philanthropy
- 7-10 years of progressively-responsible nonprofit experience, preferably in fundraising, communications and/or marketing
- Experience managing capital and marketing campaigns, working with high-net-worth donors, and overseeing complex teams

- Experience with federal, state, regional, and local government grants and other funding mechanisms
- Ability to maintain professional stance; earn trust, credibility, and respect from internal and external stakeholders
- Be a strategic and creative thinker with the ability to be flexible and proactive within the context of a growing organization
- Have a drive to continue learning and pursuing professional development opportunities to advance Viva's development and communications programs
- Strong organizational, strategic, and work planning skills
- Ability to lead and manage multiple projects simultaneously
- Successful experience leading, working within and across diverse groups and teams
- BA/BS degree; excellent written and spoken communications skills
- Skilled in Windows, Microsoft Office Suite, Google Documents, Smart Sheet, QuickBooks; Adobe products for design and layout
- Proficiency in written and spoken Spanish a plus

If interested, please send a resume, salary requirements and a cover letter explaining why you would be a great fit for this position to jobs@vivafarms.org.