

## **Community Agroecology Network (CAN) Development and Communications Director Job Announcement**

Do you want to use your fund development skills to raise money for agroecology and food sovereignty in the U.S. and in the Americas? The Community Agroecology Network (CAN) seeks an experienced Development and Communications Director who will lead, manage, and implement the organization's fund development and communications efforts. This position is responsible for building relationships and raising significant financial support from foundations, major donors, and grassroots individual donors (at this time, CAN's annual budget stands at \$1,000,000). The Director also develops and implements a communications strategy that supports CAN's mission and fund development.

CAN, a non-profit organization based in Santa Cruz, CA, is an international network of community-based organizations, producers cooperatives, and university researchers working toward food sovereignty through collaborative research, popular education, and collective action. Current projects are located in Mexico (Veracruz, Chiapas, Yucatan Peninsula), Nicaragua (Las Segovias, San Ramon) and Watsonville, California.

Qualified applicants are highly competent individuals who are passionate about fund raising to advance environmental and social justice and food systems transformation. Applicants must have 3–5 years in a comparably sized organization working as a full-time, Development Director in the nonprofit sector, managing a similar scope of work, and raising significant support from a diverse base of foundations and individuals.

### **Job Description**

**Title:** Development and Communications Director

**Reports to:** Executive Director

**FLSA:** Exempt, Full-time (negotiable)

**Directly Leads:** Volunteers and Interns

**Budgetary Line Responsibility:** This position is responsible for raising a total of \$1,000,000 in individual, major donor and foundation support yearly.

### **SUMMARY**

CAN's Development and Communications Director will lead, manage, and implement the organization's fund development efforts. This position is responsible for building relationships and raising significant financial support from foundations, major donor, and grassroots individual donors. The Director develops and implements a communications strategy that supports CAN's mission and fund development efforts. This position also collaborates closely with CAN's Executive Director and Board of Directors. Telecommuting acceptable.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

#### **1. Direct CAN's fund development plan**

- Create and direct an annual fund development plan to meet organizational goals, including the achievement of a diversified fundraising base.
- Develop a revenue and expense Development budget for fund raising as well as a calendar of activities, based on organizational goals, track performance, and metrics.

- Coordinate the work of the Development Committee and the Board’s giving activities, as well as collaborate with the Board on successful solicitation and stewardship of major donor efforts. Research, recommend, and implement Development policies in collaboration with the Development Committee of the Board.
- Thoroughly understand CAN’S mission and all of its programs, and serve as an enthusiastic, effective advocate of the organization in the community, and in front of funders.
- Build relationships with and learn from CAN’s community partners’ experience of solidarity and philanthropy to inform fund development plan and communications efforts.
- Ongoing engagement with program staff to learn about program impact and ongoing activities.

## **2. Develop and implement major donor and grassroots individual donor strategies**

- Plan, develop, and execute strategies to identify, cultivate, and steward individual donors to give to CAN, with a particular focus on broadening relationships with major donors.
- Build and implement donor cultivation program.
- Coordinate and facilitate donor cultivation efforts of Board, volunteers, staff, and Executive Director.
- Create and plan cultivation and small fundraising events, leveraging existing activities and other opportunities.
- Develops annual campaign theme, writes letter content and e-blasts. Ensures successful management and achievement of campaign goals.
- Assist in the identification of potential volunteers for annual campaign and other donor efforts.
- Meet with major donors and major donor prospects, as appropriate.

## **3. Cultivate relationships with foundations**

- Provide leadership for external relationship building with foundations, both current and new prospects, working closely with CAN’s Executive Director, Board, staff, volunteers, and others to identify the linkage, ability, and interests of funding prospects.
- In collaboration with the Executive and Associate Director, research, plan, and prepare all foundation letters of intent/proposals, and other necessary documents, including financial information, required by foundations.
- Exercise leadership and stewardship through regular communication to foundation staff, in consultation with the Executive and Associate Director.
- Maintain master proposal submissions and reports calendar. Assists with editing of reports and required attachments, including financial information. Ensures timely submissions.
- Coordinates site visits with potential foundation staff and prepares required information. Represents CAN at funding events.

#### **4. Manage CAN's communications strategy**

- In conversation with the Executive Director and program staff, creates a plan and narrative strategy to promote CAN's model of food systems change among its supporters and donors through a monthly e-newsletter, social media efforts, and other communication platforms.
- Responsible for the production of online and hard copy materials that educate CAN's supporters on its mission and effectiveness (e.g. annual report and other materials).
- Write, edit, and curate the content of CAN's website dedicated to educating its base about its mission and attracting donations by ensuring its content is current and reflective of CAN's priorities and strategic direction.
- Cultivate and maintain relationships with food systems-related media outlets, suggest stories and articles for publication.
- Serve as liaison to graphic designers, printers, audio visual artists.

#### **5. Oversee Development infrastructure**

- Maintain high standards for systems and procedures, including donor acknowledgement, database management, budgeting, and reporting.
- Oversee ongoing data entry, record keeping, and maintenance of donors and institutional funders' records through CAN's database.
- Supervise major gift processing and acknowledgments.
- Collaborate with bookkeeper on reconciliation, audit, and reporting requirements.

#### **QUALIFICATIONS**

CAN values a mix of skills, including formal education and work experience. First and foremost, the applicant must profoundly share CAN's mission and vision for social justice, and demonstrate a willingness to learn how social justice and food systems change is practiced by and with partners in CAN's network.

The Development and Communications Director must be focused on CAN's strategic and fund-raising goals at all times and ensure steady progress towards these milestones. This position requires the ability to exercise good judgment and make strategic decisions that will positively impact CAN's fund development efforts and overall growth.

Below, are additional qualifications:

- B.A. or B.S. degree required; J.D. or Master's degree appreciated.
- Fundraising training certification appreciated (e.g. proposal writing, major gifts, etc.).
- At least 3–5 years in a comparably sized organization working as a full-time, Development Director in the nonprofit sector, managing a similar scope of work, and raising significant support from a diverse base of foundations and individuals or comparable experience.
- 3–5-year track-record in building relationships with major donors, foundations, and through grassroots fund raising.
- Excellent judgment and initiative. Persistent and strategic thinker.
- Proven ability to focus on a high level. Attention to detail.

- Proven performance in planning and executing major donor and grassroots individual donor campaigns with multiple priorities.
- Strong networking ability and exceptional interpersonal skills.
- Excellent writing and verbal communication skills. Spanish language appreciated.
- Demonstrated experience writing proposals to foundations.
- Ability to write clearly and persuasively about CAN to varied audiences. Strong editing skills.
- Demonstrated ability to manage website content, e-newsletters, and social media.
- Superior organizational, planning, and management skills.
- Demonstrated understanding of program development and program evaluation/effectiveness.
- Able to develop proposal budgets and provide financial analysis.
- Experience supervising volunteers and staff.
- Ability to facilitate meetings and conduct fundraising trainings.
- Leadership ability, dependable, collaborative approach, and commitment/adherence to ethical fundraising practices.
- Demonstrated ability to maintain confidentiality.
- Ability to work independently and meet multiple deadlines on an ongoing basis.
- Demonstrated respect of, and ability to work with, all people regardless of race, ethnicity, gender, socioeconomic background, culture, religion, sexual orientation, gender identity and disability
- Ability to travel 1–2 times a year to attend philanthropic conferences and work flexible hours for events.

**Computer Literacy:** Tech savvy required, including successful use of MS Word, MS Excel, Photoshop, Salesforce, Word Press, and email contact applications.

**Mathematical Skills:** College-level math. Able to develop accurate and detailed proposal budgets and fundraising reports.

### **COMPENSATION**

Full-time Position – 40 hours per week (negotiable), with paid vacation, sick days and holidays  
 Compensation is \$68,000-\$75,000  
 Medical benefits provided

### **HOW TO APPLY**

Please send a cover letter, resume and summary of development achievements (grants secured, etc.) to [info@canunite.org](mailto:info@canunite.org). Review of applications will be ongoing.

Community Agroecology Network is an equal opportunity employer that does not discriminate in its hiring practices and, in order to build the strongest possible workforce, actively seeks a diverse applicant pool. Women and people of color are strongly encouraged to apply.