

Business Support Cultivator

Mission: Cultivating environmentally sound, economically viable, community-focused farms and food systems

Position overview: We're seeking a Business Support Cultivator to raise revenue to support Pasa's educational and networking events—which include our year-round farmer-to-farmer events and our annual Sustainable Agriculture Conference—through business sponsorships, exhibiting, in-kind support, and several forms of advertising. The Business Support Cultivator will manage relationships with our business partners from ask to acknowledgement, and will manage our annual conference's trade show.

You'll cultivate relationships with existing and potential supporters, seeking to understand and meet the unique needs of each supporting business. You'll also manage suppliers and venue staff during our conference's trade show. Having strong customer service skills is key to this position.

This is a primarily remote, year-round, part-time position that will average 25 to 30 hours per week. However, the hours will vary, with fewer hours needed April to August and more hours needed September to February. Leading up to and during our annual conference (January–early February), some weeks will likely require 40+ hours.

This position requires some in-office work days and in-person all-staff meetings in central Pennsylvania. All employees are required to attend our annual Sustainable Agriculture Conference, which takes place each February in Lancaster, PA. Some additional travel in or near Pennsylvania may be required to meet with potential business partners, venue staff, and the Pasa team. Employee must comply with Pasa's remote employee policies.

Responsibilities

- Recruit new and returning business partners to support our educational and networking events through sponsorship, exhibiting, advertising, and in-kind opportunities
- Raise a minimum of \$175,000 in financial support for our annual conference, with a goal of exceeding \$200,000
- Raise at least \$10,000 in business support for our year-round farmer-to-farmer events in the first year, and growing this support in future years
- Build custom support packages for businesses as needed
- Maintain business records in our CRM database and event management software
- Manage payments and invoicing in our CRM database

- Ensure business partners receive agreed upon benefits
- Compute and report on key statistics to help track success of the business partnership program
- Meet regularly with the conference and events teams, and semi-regularly with the full staff

Qualifications

- Excellent email, phone, and in-person communication and customer service skills
- Familiarity with CRM databases, Salesforce preferred but not required

Preferred qualifications

- At least two years of event, fundraising, and/or sales experience
- Familiarity with Google Workspace (Gmail, Calendar, Drive, etc.)

Compensation: This is a part-time, year-round salaried position. Annual salary will be based on experience and is negotiable within the range of \$28,000 to \$32,000, plus overtime as needed. Health insurance and other fringe benefits are not provided. Eleven paid holidays are included, along with a work computer and schedule flexibility.

How to apply: We are committed to advancing diversity, equity, inclusion, and justice through our hiring practices. This entails reviewing application materials anonymously (without the applicant's name exposed) to help prevent potential unconscious bias. Please adhere to the following protocol when submitting your application materials:

- **Step 1:** [Complete this short questionnaire](#).
- **Step 2:** After completing the above questionnaire, you will receive an applicant ID number. This number is unique to you and your application.
- **Step 3:** Name your resume as “[Applicant ID] Resume” (e.g. 12345 Resume). Please do not include any part of your name in the file name (e.g. don’t use “Doe 12345 Resume”).
- **Step 4:** Name your cover letter as “[Applicant ID] Cover Letter” (e.g. 12345 Cover Letter). Please do not include any part of your name in the file name (e.g. don’t use “Doe 12345 Cover Letter”).
- **Step 5:** Email jobs@pasafarming.org with your cover letter and resume attached as outlined above.

Interviews will be held remotely July 12 to 16. This position can begin as soon as a candidate is secured, but must be filled by August 1.

Employee value statement

We are passionate about effectively advancing our mission. We value employees who:

- share our passion and can clearly communicate the value of our work to others;
- consider how we can do things smarter and more efficiently;
- anticipate and address roadblocks or other challenges;
- stay current on trends in the field;
- embrace and accommodate change; and
- continuously advance their knowledge and skills through professional development.

We strive to create a work culture that promotes both independence and collaboration.

We value employees who:

- are committed to fostering a connected, respectful, and responsive work environment, whether work is being conducted remotely or in person;
- exemplify honesty and integrity;
- possess excellent interpersonal skills;
- exercise good judgement and take initiative when needed; and
- can recognize when to ask others for advice, feedback, or support.

We take pride in the quality of our work. We value employees who:

- consider the big picture while paying close attention to accuracy and detail;
- can clearly and thoughtfully communicate in person and in writing;
- are highly organized; and
- thrive in a fast-paced, professional work environment.

We are an equal opportunity employer and encourage Black, Indigenous, and people of color; LGBTQ+ people; veterans; people with disabilities; people who have been formerly incarcerated; and members of other underrepresented or underserved groups to apply.