

Development Director

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

Position overview: We're seeking a Development Director to ignite enthusiasm to financially support Pasa's mission; ensure that donors are appropriately engaged with our work; and identify, cultivate, and solicit current and prospective contributors to increase annual giving. The development director will work closely with the Executive Director, Operations Director, Communications staff, and Board of Directors in designing, coordinating, and implementing development programs, including giving from individuals, corporations, foundations, and other private support. The development director will foster continuity across programs and streamline processes for soliciting, stewarding, and reporting on all donor activities.

This position can either be primarily remote or based out of Pasa's office in Harrisburg, Pennsylvania. There will be some in-office workdays and monthly in-person all-staff meetings in Harrisburg. This is a highly flexible, dynamic position that requires regular regional travel for funder relationship building, as well as networking.

All employees are required to attend our annual Sustainable Agriculture Conference, which takes place each February in Lancaster, Pennsylvania. Meetings and travel will adhere to COVID-19 safety protocols. Employee must comply with Pasa's remote employee policies.

Key responsibilities

- With support from the Executive Director and Operations Director, develop an annual operating plan and execute on metrics including:
 - 60+ donor meetings annually, including 20+ major donor meetings
 - 300+ new significant contacts, developing a cultivation plan for each and engage potential contributors
 - Consistently demonstrate moves management with all donors
 - Meet dollar goals with a percentage increase annually
- Plan and coordinate overall target-specific strategies, with specific goals and timetables, through special projects, campaigns, and ongoing fundraising
- Review, analyze, and report on progress toward goals, including monthly reports, annual reports, operational plans, budgets, and strategic planning
- With support from the Communications team, develop compelling stories and messaging to strengthen case for giving and build more connections to our work
- Timely and consistent communication with Executive Director and other Pasa staff to review achievements and discuss required changes in goals and objectives

- Ensure donors are recognized at the appropriate levels and receive timely stewardship
- Develop and implement systems for managing portfolio of active donors utilizing moves management through Salesforce CRM
- Ensure that donor files are maintained and treated with confidentiality
- Conduct prospect identification and research to build a donor prospect base through discovery calls and personal contacts
- Respond to requests for information from members, staff, board members, donors, and others regarding development programs, projects, and gifts
- Additional tasks and responsibilities as needed

Note: The Development Director is not responsible for programmatic grant writing or event sponsorship. The Development Director will receive support for membership tracking and renewals, communication, and database management.

Qualifications

- Proven track record with fundraising/development, including recurring gift programs, corporate giving, major gifts, donor cultivation and fundraising events, planned giving, and related activities
- Established contacts and giving relationships within related communities (agriculture, food systems, or environment)
- Ability to solicit and close multiple major gifts in the \$100,000+ range while continuously discovering pathways for small donors to move along the moves management plan
- Demonstrated focus on building unrestricted and budget-relieving private support through customized donor cultivation and solicitation strategies, annual giving, and major giving efforts
- Excellent verbal and written communication skills, including the ability to make presentations to the general public and peer audiences
- Excellent facilitation, negotiation, and fundraising skills
- Excellent organizational skills and the ability to manage multiple projects and priorities simultaneously
- Valid driver's license and the ability to travel within the Mid-Atlantic region
- Proficiency in Google Suite and Customer Relationship Management (CRM) software
- Genuine interest in people and in equitable agriculture
- Embraces technology and, yet, understands the value of a hand-written note

Preferred qualifications

- Interest or experience with sustainable agriculture, food systems, or related fields
- Established connections in the region and within sustainable agriculture, food systems, or related fields

Compensation: This is a full-time, salaried, exempt position with competitive benefits including healthcare, a flexible schedule, company vehicle, and retirement match. Annual compensation is negotiable: \$65,000–\$72,000, depending on skills and experience.

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 by May 28, 2021.

Initial interviews may be conducted remotely via Zoom. The anticipated start date for this position is July 1, 2021.

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.