

Business Support Cultivator

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

Position overview: Businesses small and large are increasingly interested in supporting the sustainable agriculture, environmental and social justice causes their customers care about. We're looking for a Business Support Cultivator to facilitate partnerships with value-aligned businesses, corporations, and foundations to grow the sustainable agriculture movement.

The Business Support Cultivator will develop and manage relationships with our corporate sponsors and business marketing partners from ask to acknowledgement. This position will also grow the opportunities for businesses to support our work, from our annual conference to all of our events and programs. This position will cultivate relationships with existing and potential supporters, seeking to shape customized approaches to reach more supporting business.

The Business Support Cultivator will report to the Community Development Director to package support requests and facilitate relationships. This person will also work closely with our Associate Director for Events to manage support directed to our conference and other events. This position will coordinate with our Strategic Services team to facilitate sponsorship deliverables. As part of raising support for our conference, this role will coordinate our annual conference's trade show, which will include communications with our sponsors and exhibitors, as well as with vendors and external venue staff.

This is a primarily remote position that requires attendance for quarterly in-person all-staff meetings in central Pennsylvania. Pasa offices are also available in Harrisburg and Philadelphia. 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. All staff are required to be vaccinated for COVID-19 within 30 days of hire and maintain COVID-19 booster shots as they become eligible.

Responsibilities

- Recruit new and returning business partners for year-round support of our educational and networking events through sponsorship, exhibiting, advertising, and in-kind opportunities
 - Raise \$200,000 in financial support that bridges seasonal farmer event packages and annual conference

- Raise \$100,000 in business support for our year-round brand partnership alignment in year one, and grow this support in future years
- 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
- Build corporate and team giving programs alongside the Community Development Director
 - Help connect brand partnerships and impact sponsors with custom packages
 - Reach out to corporate sponsors for register round-up packages
 - Prospect new business sponsors and support unique packages for year round support
 - Facilitate co-branded merchandise and partnership experiences
- Communicate with digital marketing, events and communication teams to align sponsorship needs and offerings
- Regularly meet with the Community Development Director to report progress and conversations and semi-regularly with the staff team.

Qualifications

- Excellent email, phone, and in-person communication and customer service skills
- Ability to build relationships with business owners
- At least two years of event, fundraising, and/or sales experience
- Familiarity with CRM databases, Salesforce preferred but not required

Preferred qualifications

- Familiarity with Google Workspace (Gmail, Calendar, Drive, etc.)
- Ability to frame pitch and ask for multiple audiences and affiliations

Compensation: This is a full-time, salaried, exempt position with competitive benefits including paid holidays, paid time off, healthcare, a flexible schedule, and retirement match after six months. Annual compensation is negotiable: \$40,000-\$48,000, depending on skills and experience. Mileage is reimbursed at the federal rate and a work computer is provided. Pasa will provide orientation and training in the various systems and softwares this position will use.

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 starting June 1st. This position can begin as soon as a candidate is secured.

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 judgment 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.