



## **DIRECTOR OF AGRICULTURAL PROGRAMS**

Updated September 2021

**WHO WE ARE:** FRESHFARM is a nonprofit that promotes sustainable agriculture and improves food access, education, and equity in the Mid-Atlantic region. FRESHFARM programs address a wide range of topics, including sustainable agriculture, farmers' and producers' economic development, and food access. Through our Farmer's Markets and Pop-Up Food Hub programs, we are finding innovative ways to solve critical problems across our regional food system for a more equitable, resilient, and safe food future.

### **WHO YOU ARE:**

- An experienced, innovative, nimble, and results-driven entrepreneurial thinker with a record of turning ideas into action.
- A team leader with a talent for coordinating, motivating, and supporting teams to run successful programs.
- A superb communicator and collaborator with a proven ability to build networks and develop partnerships among relevant leaders in public and private arenas.
- Passionate and knowledgeable about addressing our regional food system's urgent challenges.
- Have a track record of successful fundraising and development planning and execution.

**WHAT YOU'LL DO:** The Director of Agricultural Programs is responsible for shaping the work of our Farmers Markets and Food Distribution Programs. They will coordinate the work of the Farmers Markets and Pop Up Food Hub teams, support project implementation, mentor staff, and inspiring initiatives.

### **Leadership and Strategic Direction (30% of total work time)**

- Develop innovative approaches to addressing the region's current and long-term challenges and opportunities in the local food system and turn ideas into concrete, effective action.
- Play a leading role in developing the intellectual framework for advancing FRESHFARM's mission, developing and maintaining a profile as a respected leader in the region & executing strategic plan.
- Work closely with other Directors to maximize impact by ensuring an integrated and cohesive approach to FRESHFARM's operations and programming across the organization.
- Identify opportunities and develop and implement strategies to engage donors, decision-makers, and local partners, as well as other important stakeholders.

### **Markets & PUFH Management and Organizational Effectiveness (40% of total work time)**

- Oversee the day-to-day operations, budgets and work plans and coordinate projects within the Farmers Markets and Pop Up Food Hub programs.
- Manage five direct reports and manage recruitment and development of both programs' staff.

### **Development and External Relations (30% of total work time)**

- Work closely with the Executive Director and development staff to raise at least \$1 million in funds for FRESHFARM Farmers Markets and Food Distribution Programs.
- Create robust data collection and evaluation systems and support grant writing and proposals.

- Build & maintain relationships with partners, including governments, agencies, business leaders, funders, and other nonprofits, as well as farmers & producers and other food-related institutions.
- Coordinate community outreach, engagement and public relations strategies for the Farmers Markets and Food Distribution Programs.

#### **THE PERKS:**

- Enjoy a diverse and relational workplace that values our people as the engine of our work.
- Join a dynamic and motivated leadership team shaping the future of our regional food system.
- Play a key role in shaping the trajectory of FRESHFARM's mission, work, and values.
- Access an abundance of peak-season local foods!

#### **THE DETAILS:**

- This is a full-time exempt position compensated at \$75,000 - \$100,000 annually, DOE.
- While typically this role will work Monday - Friday during normal business hours, some weekend and holiday hours will be required to support or supervise operations at Farmer's Markets and Pop-Up Food Hub. Weekly schedules can be adjusted to accommodate.
- While currently closed except for essential work, this role will be based at the FRESHFARM office. When the office is open, remote work with approval is permitted in order to accommodate work and personal needs. This role will also need to be able to visit FRESHFARM's various farmers market locations.
- Benefits package includes: 100% employer coverage for healthcare; generous employer coverage for vision and dental; 72 hours sick leave, 11 paid holidays, and 3 floating holidays annually; 8 weeks of paid parental leave; 80 hours of annual vacation leave, with an increase after 2 years tenure. Typically, offices also close for 1-2 weeks during December/January.

#### **OTHER REQUIREMENTS:**

- Minimum 5 years of relevant work experience, including leading a team.
- Ability to: work in all-weather conditions in an outdoor environment; occasionally lift and/or move objects weighing up to 40 lbs; and remain in a stationary position and/or move about the worksite while supervising or visiting operations at farmers markets
- Access to personal smartphone required

#### **HOW TO APPLY:**

- Send resume and cover letter detailing your interest and qualifications to [careers@ffm.org](mailto:careers@ffm.org)
- Applications will be accepted and reviewed on a rolling basis; those submitted by 10/11 will be reviewed with priority. Applications will close after 10/20.

#### **EQUAL OPPORTUNITY EMPLOYMENT**

FRESHFARM is an equal opportunity employer. We are committed to diversity and building an equitable and inclusive workplace for people of all backgrounds and experiences. We encourage members of traditionally underrepresented groups to apply, including people of color, LGBTQ+ people, veterans, and people with disabilities. We do not discriminate, and will take affirmative action measures to prevent discrimination against any employee or job applicant on the basis of race, color, national origin, gender, gender identity, gender expression, sexual orientation, age, religion, creed, disability, or veteran status.