

Job Posting:

Director of Development & Marketing



BACKGROUND

Midwest Organic & Sustainable Education Service (MOSES) is a long-standing nonprofit that educates, inspires, and empowers farmers to thrive in a sustainable, organic system of agriculture. MOSES stands in solidarity with all of the farmers, partner organizations, and community members who are working toward equity and racial justice.

Our business model offers a unique combination of earned income, providing 60% of our revenue, and contributed income of 40% solicited from federal grants, individuals, foundations, and corporate donors. We are seeking an enthusiastic and experienced Development Leader as we expand our fundraising operation and build a foundation for meeting our organizational vision. This position reports to the Executive Director and is considered part of the organizational leadership team.

The Director of Development and Marketing is responsible for planning and management of all major fundraising activities, including grant writing, individual cultivation, solicitation and stewardship, creative services, and database management. The successful candidate will work closely with other team members to secure funding for new initiatives, including investment strategies, while strengthening current relationships. The Director of Development and Marketing will have primary responsibility for designing and implementing the development plan for MOSES to enable ongoing resource creation and support for organic farmer education, technical assistance, and economic development.

RESPONSIBILITIES

Fund Development

- Under the direction of the Executive Director and Board, develop annual and long-term fundraising metrics and strategies that are mission driven
- Strengthen donor-centered fundraising processes to retain and steward existing donors and to cultivate new relationships with family and corporate foundations.
- In collaboration with the Executive Director and Leadership team, implement a strategic approach to harness and grow corporate sponsorships/partnerships that share the organizational mission/values
- Coordinate grant reporting with key staff

Fundraising

- Create and implement a comprehensive/diversified fundraising program that raises annual and major gifts from individuals, corporations and foundations
- Oversee prospect research, management of funding pipeline, and maintenance of grants calendar
- Support and integrate fundraising into educational resources and major events
- In collaboration with other staff, research and write grant proposals

Marketing

- In collaboration with the leadership team, set strategy and schedule for delivery of creative services to advance key organizational priorities to keep MOSES current and relevant
- Work with Communications Director to develop, write and produce Annual Report, to be packaged with solicitation and stewardship materials
- Work with farmers on brand development and messaging on emerging distribution channels
- Assist with gathering of footage/images for development publications and videos
- Coordinate social media activities, with special attention to those which impact fundraising

Gift Processing and Donor Acknowledgement

- Oversee gift processing and donor relations, ensuring timely gift acknowledgements
- Oversee monthly and annual reconciliation of development and accounting records, tracking agreed upon metrics
- Facilitate contributions from crowdfunding and employee-giving platforms
- Evaluate existing gift accounting process and tools, improving overall efficiency and accuracy

QUALIFICATIONS

- A minimum of three years of experience in a fundraising position within nonprofits
- Experience with both individual and institutional fundraising strongly preferred
- Successful grant-writing experience
- Proven success in developing and implementing appeals through both traditional and emerging methodologies
- Knowledge of both national and Midwest regional funders preferred, with knowledge of, and relationships with, the Wisconsin fundraising community specifically
- Basic knowledge of communications and marketing techniques necessary, with preference for work experience in the area of development communications or nonprofit marketing
- A bachelor's degree from an accredited college or university
- Excellent written and oral communication skills (*a writing sample will be required of final candidates*)
- Mastery of all Microsoft Office programs
- Expertise in using social media (including Facebook, Instagram, or Twitter) as a fundraising tool
- Expertise in one or more of the following CRMs: Salesforce, Classy, Salsa, or an equivalent system
- Demonstrated commitment to the mission and vision of MOSES
- Understanding of social enterprises and nonprofits

Preferred Qualifications

- Experience with Constant Contact or equivalent email management system
- Experience working with Wordpress, Drupal, Joomla, or similar website content management system
- Ability to recognize/create good design, including photography and image-editing skills
- High level of comfort working in a collaborative environment with ability to be flexible as circumstances evolve

COMPENSATION AND BENEFITS

\$55,000-60,000.00 commensurate with experience. Position includes benefits and paid time off. Successful candidate may work remotely with occasional travel to the MOSES office in Spring Valley, Wisconsin.

HOW TO APPLY

Email a letter of interest and resume to hr@mosesorganic.org. Application deadline is April 30, 2021, or until position is filled.

MOSES is an equal opportunity employer.