



## Communications and Donor Development Director – Job Announcement

**Status:** Full time, Exempt

**Reports to:** Executive Director

**Primary Office:** Santa Cruz

**Salary:** 65 to 80k commensurate with experience

### **POSITION SUMMARY:**

The Communications and Donor Development Director will be responsible for planning, developing, and implementing FarmLink's external communications, including media and stakeholder outreach, and implementing a major gifts program. The Director will work across all of FarmLink's programs and activities to maintain and raise client, media and public awareness of FarmLink's work. The Director will collaborate closely with FarmLink's development and program teams to lead donor development events and activities, create FarmLink's annual report, and coordinate updates to the website, promotional and informational materials and social media. This new position will forge an exciting strategic direction for the organization to engage and cultivate major donors, implement fundraising campaigns and develop a planned giving program.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- ❖ Work with all FarmLink departments to create a strong organizational identity through consistent communications that are aligned with FarmLink's values and vision
  - Serve on the Management Team to collaboratively advance FarmLink's fundraising, development and communications work
  - Coordinate and implement marketing, public relations and communications strategies to support fundraising efforts and program activities
  - Coordinate and produce a professional quarterly electronic newsletter, and annual report, and develop new multimedia channels to craft compelling stories that inform, engage and inspire audiences to action
  - Develop and maintain a communications calendar with deadlines, benchmarks and timelines for FarmLink's newsletter and annual report, and dissemination of farmer stories on website and other channels
  - Develop social media priorities and guidelines and work with Communications Team to implement a consistent and clear organizational presence on Twitter, Facebook and regional blogs
  - Review, refine and update FarmLink's Communications Handbook and engage staff to understand and implement Handbook guidelines
  - Work with Communications Team and Program Manager to define and implement key communications and donor development priorities including long-term strategic goals and annual goals
  
- ❖ Build relationships with clients, media, donors and community leaders to strengthen FarmLink brand, awareness of FarmLink activities, and spur investment
  - Define and create optimal communications channels, core messages and stories to engage clients, media, donors and community leaders
  - Advance public, private and investor commitment to farm land and capital access issues by leveraging personal connections through narrative and creation of intimate communication platforms
  - Communicate advocacy opportunities and develop clear and compelling policy reform narratives
  - Add visibility and continuity to our numerous collaborative initiatives, external partner relationships, and networks



- ❖ Work with communications and development teams to create and implement an outreach and fundraising strategy for donors
  - Develop, implement and manage a major gifts and planned giving strategy in collaboration with executive director and chief financial officer
  - Work closely with FarmLink's development team to inform overall fundraising strategy and approach including foundation and government grants
  - Design overall strategy and execution for long-range planning, donor relations and data management using Salesforce and Excel, and supervision of administrative/support staff
  - Identify, cultivate, steward and retain qualified prospects and donors, including custom cultivation strategies for major donors
  - Establish a strategic and systematic focus on closing multi-year commitments from high net-worth individuals. Meet or exceed budget goals
  - Strategically engage board members, executive leadership, staff and current donors in peer-prospect identification, visits and closings
  - Network with corporate executives and high net worth individuals for the purpose of creating personal relationships and developing personal giving
  - Demonstrate a keen sense of curiosity for donors – seeking to “crack the code” of what compels each donor to give substantially by asking the right questions and meeting donor needs
  - Develop direct mail, special events, press releases, article placement, collaborations for promotion and giving campaigns

## **POSITION REQUIREMENTS**

- Bachelor's degree in communications, marketing, non-profit management or related field; masters degree preferred
- 10+ years paid non-profit experience in communications and fundraising
- Experience cultivating and managing a portfolio of major individual donors
- Excellent writing, editing, and verbal communications skills for diverse audiences with the ability to make dynamic group presentations
- Strong planning skills, including the ability to anticipate tasks, set priorities, meet deadlines and function smoothly under shifting priorities
- High-level computer literacy skills. Experience with donor data management, ideally using Salesforce CRM, email marketing, web-based content management systems, social media platforms
- Strong team player who also works well independently
- Capacity to develop and maintain positive and productive relationships with donors, volunteers, Board of Directors, and staff
- Local knowledge of the philanthropic community

California FarmLink offers a generous benefit plan, including health insurance after 60 days, retirement, and vacation. California FarmLink maintains a drug-free workplace and is an equal opportunity employer.

### **To Apply**

Please email a resume and thoughtful cover letter explaining your interest in this position to [info@cafarmlink.org](mailto:info@cafarmlink.org). No phone calls please.

### **Who We Are**

California FarmLink is a statewide nonprofit whose mission is to link independent farmers and ranchers with the land and financing they need for a sustainable future. For more info:

[www.cafarmlink.org](http://www.cafarmlink.org)