

Associate Director Job Description

Job Title: Associate Director

Position Reports to: Executive Director

Last Updated: September 22, 2010

GardenShare's mission is to build a North Country where all of us have enough to eat and enough to share—where our food choices are healthy for us, for our communities, and for the environment.

JOB SUMMARY:

GardenShare's Associate Director is responsible to learn and assist the Executive Director with all aspects of GardenShare's operation, including (1) developing and managing programs that fulfill GardenShare's mission; (2) fundraising, grant-seeking, and donor development; (3) administering the day-to-day operations of the organization, including the hiring and oversight of staff and the management of finances; and (4) championing among supporters and the general public GardenShare's vision of a fair and secure food system. GardenShare expects the Associate Director to be prepared to become Executive Director by January 2012.

PROGRAM DUTIES:

The Associate Director is responsible to learn and assist the Executive Director with all aspects of developing and managing programs that embrace GardenShare's motto: *Healthy Food ~ Healthy Farms ~ Everybody Eats*. This responsibility includes program design and implementation; funding and budgeting; goal setting, execution, and evaluation. GardenShare's current program initiatives include the following:

1. *Hunger-Free Communities Planning and Assessment Grant*

- As project leader of the Hunger-Free Communities Grant, spend half-time providing oversight of all of the project's day-to-day activities.
- Meet personally with and provide monthly activity reports to the executive directors of both GardenShare and its project partner, the St. Lawrence Health Initiative.
- Be the project's liaison with the Potsdam Institute for Applied Research and provide assistance as PIAR conducts research and data collection to assess the extent and causes of hunger in our community and to identify available resources.
- Provide leadership in determining the strategies necessary to end hunger and in developing a comprehensive, effective action plan to carry out those strategies.
- Establish a St. Lawrence County Food Policy Council made up of key stakeholders, including low-income participants, to implement policies and programs to combat food insecurity, to monitor responsiveness of existing services, and to address underlying causes and factors related to hunger.

- Sustain the functioning of the St. Lawrence County Food Policy Council after the grant term has ended.

2. *Farmers' Markets*

- Provide EBT access at the Canton Farmers' Market; expand to other markets as feasible.
- Publicize SLC farmers' markets; provide support and collaboration whenever possible.
- Offer financial assistance for market managers to attend annual training, as budgeted.
- Collaborate with Cornell Cooperative Extension and Farmers' Market Federation of New York on vendor training opportunities.
- Create new training opportunities for vendors, when possible.

3. *Community Supported Agriculture*

- Promote CSA in NNY and help strengthen CSA farms and expand CSA membership.
- Maintain database of CSA farms in NNY; produce annual CSA directory.
- Organize CSA training workshops and gatherings.
- Administer and expand GS programs, such as CSA Bonus Bucks, that make CSA membership affordable for limited-income households.

4. *Local Food Guide*

- Produce and distribute annual *Local Food Guide* for St. Lawrence County.
- Maintain database of farmers/producers in SLC and potential sponsors.

5. *Newsletters*

- Produce 3 newsletters per year (in addition to the *Local Food Guide*).

6. *Community Food Security*

- Champion the GS vision of a fair and secure food system.
- Create innovative programming that fulfills the GS mission and expands the reach of GS's service, particularly as it relates to ending hunger and building food security by addressing root causes.
- Stay informed on current development in community food security issues.
- Assist the board in understanding current issues and discerning new directions for GS.
- Network with like-minded groups/individuals, as time allows.

7. *Other*

- Other duties as assigned.

ADMINISTRATIVE DUTIES:

The Associate Director is responsible to learn and assist the Executive Director with all the administrative aspects of GS operations in preparation for becoming Executive Director with the following duties:

1. *Supervision*

- Supervise the Office Manager in all aspects of office operation, including maintaining GS bookkeeping system; paying invoices; processing donations; depositing receipts; and preparing financial statements and reports.
- Hire and supervise staff for positions authorized by the board of directors.
- Provide staff members with performance evaluations, as per the GS personnel manual.

2. *Finances*

- Approve all expenditures and sign all checks.
- Administer all aspects of employee payroll and benefits.

- Submit all required tax filings.
- Submit annual report to NYS Charities Bureau.
- Keep board informed of financial status.
- Draft annual budget for board.
- Assist board in contracting for an annual audit, when required.

3. *Mailing List Database*

- Supervise the Office Manager in maintenance of the GS mailing list database.
- Ensure that the GS database is always backed up securely; maintain an off-site copy.

4. *Publicity & Outreach*

- Write press releases, as needed.
- Create brochures, flyers, literature, as needed.
- Coordinate with outreach committee on tabling, speaking, etc.
- Answer inquiries and requests, as needed.

5. *Web & Email*

- Supervise updating of GS website, online events calendar, and Facebook.
- Work with webmaster on format revisions, as needed.

6. *GS Board*

- Confer regularly with board President on programming, finances, and operations.
- Provide the board with timely updates and reports on programming, finances, and operations.
- Produce reports requested by the board.
- Coordinate with and assist board committees in their planning of GS events.
- Assist the board in discerning new directions for GS.

7. *Other*

- Other duties as assigned.

FUND-RAISING DUTIES:

The Associate Director is responsible to learn and assist the Executive Director with all aspects of fund-raising for GS in preparation for becoming Executive Director with the following duties:

1. *Fundraising*

- Increase funding for GS so that it may expand staff and services.
- Develop new sources of funding, especially major donors, foundations, and agencies.
- Secure multi-year funding sources to ensure GS's long-term sustainability.

2. *Donor Development*

- Cultivate relationships with foundations, individual donors, and prospective donors through visits, phone calls, correspondence, and special events in order to strengthen and nurture GS's donor base.
- Supervise the Office Manager in maintaining the GS database of donors.

3. *Sponsorships*

- Secure sponsorships from local businesses and organizations to fund the production and distribution of GS's annual *Local Food Guide*.
- Secure sponsorships for other GS projects, as needed.

4. *Donation Processing*

- Supervise the Office Manager in processing donations and grants.
- Write text for and sign thank-you letters to all donors.

5. *Fund Appeal Mailings and Fundraising Events*

- Produce semi-annual fund appeal mailings and other fund appeals, as needed.
- Coordinate with and assist the board fundraising committee with its special fundraising events and projects.

6. *Reporting*

- Provide the board with timely reports and updates on fundraising.

7. *Other*

- Other duties as assigned

SKILLS & QUALIFICATIONS:

- Be a committed and dynamic champion of GardenShare and its mission.
- Have a thorough understanding of community food security issues, an awareness of current undertakings elsewhere in this field, and a willingness to learn more.
- Possess proven abilities in program development and a passion to expand GardenShare services.
- Possess proven abilities in donor development, strong nonprofit fundraising skills, and a record of setting and meeting fundraising goals.
- Possess strong nonprofit administrative and management skills, including the ability to execute duties in an orderly way.
- Strive to continuously achieve higher levels of individual and organizational performance by setting and pursuing goals not easily attained.
- Be experienced in hiring and overseeing staff members, project coordinators, volunteers, and interns.
- Be able to work collegially and effectively with other staff and with the GS board of directors.
- Be able to work respectfully and effectively with a broad range of people; to build collaborations with other organizations; to make allies, not adversaries; to widen the circle of support for GS.
- Be experienced in grassroots organizing, policy development, and advocacy.
- Possess well-developed written and verbal communication skills and be able to use a variety of methods to influence, persuade, and productively gain others' commitment to the GS mission.
- Be proficient using multiple computer software applications, in Windows and Mac.
- Be proficient in online communications, social networking, website oversight.
- Hold a valid driver's license, possess reliable personal transportation, and be willing and able to travel for GardenShare business when needed.
- Possess an advanced degree in a relevant field or equivalent experience.
- Be willing to commit to a substantial tenure at GS.