



## Executive Director Job Description

**Background:** Berkshire Grown, a nonprofit organization based in Western MA, seeks a dynamic nonprofit professional ready to lead Berkshire Grown to its next level of development. The new Executive Director will step into a vibrant organization with a talented and energized volunteer board of fifteen, a staff comprised of a Program Manager and Communications Director, and six consultants. The Director will build upon an already successful brand and program with the goal of significantly growing the organization.

The Berkshire Grown Executive Director serves as a passionate advocate for farmers and local food, an effective and proven fundraiser, a skilled networker and communicator, and an experienced nonprofit leader.

### **Berkshire Grown's Mission and Programs**

Berkshire Grown supports and promotes local agriculture as a vital part of the Berkshire community, economy, and landscape.

Berkshire Grown has become the premier advocate for farmers in Berkshire County, and Berkshire Grown's programs over the past nineteen years have branded locally grown food to increase sales for local farmers. Berkshire Grown cultivates a countywide food economy and brings communities together to ensure that our farms are viable businesses. Supporting farmers is the most delicious way to grow the local economy.

At Berkshire Grown, work is enjoyable. Berkshire Grown produces six winter farmers markets to extend the season for farmers and the community, and will be adding two markets, in March and April 2019. Berkshire Grown produces workshops for farmers to learn from experts about marketing, labor, food safety, and more. Berkshire Grown publishes an annual Guide to Local Food & Farms as well as an online map to local food.

Berkshire Grown's Share the Bounty program buys shares in CSAs and gives the fresh food to local pantries and kitchens. Berkshire Grown brings the community and farmers together at two major fundraising events: the Spring Supper in March and the Harvest Supper in September. Collaboration and cooperation are significant values that guide Berkshire Grown's work. Berkshire Grown is a founding member of The Massachusetts Coalition for Local Food and Farms. Locally, Berkshire Grown works collaboratively with a variety of community groups. Its annual budget is growing; in 2018 it is \$304,000. For complete information, visit [berkshiregrown.org](http://berkshiregrown.org).

## **Executive Director Responsibilities**

The Executive Director is responsible for the successful fundraising and management of the organization and all aspects of the organization's operations. They report directly to the Board of Directors and are responsible for implementing the Board's decisions and policies. They may delegate portions of the responsibilities; however, the Executive Director is accountable for results.

The ideal candidate has the ability to expand the program, fundraise to sustain and grow it, manage the staff and budget, and develop and grow opportunities to support local food and farming.

### **Fundraising and Partnerships (estimated 70% of time):**

- Develop a fundraising strategy to increase funds, cultivate and steward donors.
- Collaborate with the Board to lead solicitations to grow the budget.
- Strengthen the Community and Professional Membership Programs
- Oversee events including the Spring and Harvest Suppers, this includes recruiting sponsors for events, brand partnerships, and initiating innovative events that promote local food, farms, and farming.
- Promote the mission of Berkshire Grown.
- Strengthen Share the Bounty: increase the funds raised to buy shares in farms.
- Serve as the face of Berkshire Grown to community partners, organizations, farmers, and at conferences and other community/fundraising events.

### **Strategic Oversight and Management (estimated 10% of time):**

- Execute a myriad of high-level and operational tasks, including sustaining relationships with the Board, farmers, and colleagues across MA; oversee grants.
- Utilize previous experience in running an organization, growing its size and scope, managing a team (currently two staff members, fifteen Board members, and six consultants), overseeing operational issues, including managing the budget; and interacting with a large group of constituents and community members.

### **Program Development and Implementation (estimated 10% of time):**

- Set and oversee appropriate programming goals and strategies in coordination with the Board President, Board, and staff.
- Oversee the Berkshire Grown Farmers Markets.
- Oversee workshops, mentorships, and Technical Assistance for farmers.
- Collaborate with the MA Coalition to Support Local Food & Farms, Berkshire Agricultural Ventures, Berkshire Market Collective, and the MA Dept. of Agricultural Resources.

## **Marketing and Communications (estimated 10% of time):**

- Strengthen and oversee a marketing/outreach strategy to increase farmers' sales—includes social media and advertising campaigns.
- Oversee communications with farmers, food producers, buyers, and community members--connect them with each other and with local opportunities to support farmers.
- Oversee production of the Guide to Local Food & Farms
- Oversee all communications with donors, members, partners, and stakeholders.

## **Qualifications**

- Demonstrated fundraising success
- Experience managing a highly motivated team
- Experience in financial management and strategic planning
- Excellent interpersonal skills
- Excellent communication skills (written and oral)
- Ability to work collaboratively and foster teamwork to create a fun environment
- Demonstrated strong interest in agriculture/farming through past activities and or work
- Commitment to the mission of Berkshire Grown
- Proven ability to thrive in a fast-paced nonprofit environment with a sense of humor
- Ability to work with individuals and groups with diverse interests, skills, and backgrounds
- Excellent professional references

## **Benefits**

This is a full time, year-round position with a salary range beginning at \$50,000 - \$55,000 with room to grow as the budget for the organization grows.

## **No phone calls please.**

Please submit a resume and cover letter addressed to “Berkshire Grown Search Committee” by June 1, 2018, to [BGsearch@berkshiregrown.org](mailto:BGsearch@berkshiregrown.org).