



Director of Marketing and Development—Lexington Community Farm—Lexington, MA

About the Farm:

Lexington Community Farm Coalition (LexFarm) is a non-profit certified organic farm. We are committed to increasing access to organic produce for households of all income levels using sustainable farming methods. LexFarm provides hands-on education to foster connections to farmland, farming, and each other, through workshops, our sold-out CSA, and volunteer programs.

LexFarm was founded in 2009 in an effort to preserve the 7.9 acre Busa Farm upon its sale to the Town of Lexington. LexFarm incorporated as a 501(c)(3) nonprofit organization in 2011 and is currently in its seventh year of production on five acres. Produce is sold through a 200 share 20-week summer CSA, 75 share 8-week fall CSA, 60 share summer flower CSA, and farm stand. We have a busy flower and vegetable seedling sale during May weekends. We also donate produce through two local food rescue organizations. We have great financial and volunteer support and involvement from the community who donate, attend on-farm events and classes, purchase seedlings and gardening supplies, CSA shares and retail vegetables in the farmstand. The farm is located at 52 Lowell Street, Lexington, MA.

Job Description:

The Director of Marketing and Development will help our organization grow to the next level! Join LexFarm in our efforts to expand our education program, create a more responsive hunger relief program and continue breaking new ground in sustainable farming methods!

The Director of Marketing and Development will have responsibilities for marketing and fundraising that support the mission and goals of LexFarm. In support of those goals the Director of Marketing and Development will provide marketing assistance to the Farm Managers in their management of farm operations and hunger relief program and the Education and Events Director in her management of the education program and events. The Director of Marketing and Development will also support the organizations fundraising activities as well as identify new income sources from grants and sponsorship programs.

The Director of Marketing and Development's duties will include overseeing LexFarm's group volunteer program, serving as the outward facing point of contact for LexFarm, creating and implementing new fundraising programs and grant writing, and managing the farm's in- and out-bound communications. The Director of Marketing and Development will become familiar with the organization's present strategic priorities and budget goals and help to implement the new strategic plan. The Director of Marketing and Development will report to the LexFarm Board President.

Responsibilities:

Marketing, communication and outreach responsibilities

- Manage informational farm communications (electronic and snail mail)
 - Pick up from PO weekly
 - Monitor info@ and volunteer@ mailboxes
 - Grow Instagram following
 - Update website home page
 - Assist Education Director with Facebook marketing

- Provide schedule of education and events to CSA Farm Manager for weekly CSA newsletter
- Develop on-farm outreach events

Fundraising responsibilities

- Pilot a corporate sponsorship program with support of board and development committee, create and implement other fundraising tools, cultivate relationships with potential high-level donors.
- Manage group volunteer program
 - Oversee and be the point person for companies and organizations looking for group volunteer opportunities.
- Identify new funding sources and take the lead in grant writing.
- Support biannual fundraising efforts of the Development Committee
 - Coordinate appeal mailing(s)

Enter donations in donor database and scan for bookkeeper, coordinate member benefits.

General organizational responsibilities

- Work closely with the Board of Directors, Executive Committee and staff to support organizational operations and goals.
 - Attend some monthly Executive Board, Board and staff meetings, responsible for fundraising, marketing and event updates.
 - Be liaison to bookkeeper in the off season (scan bills, invoices and donations to send to bookkeeper, scan donation checks)
 - Co-lead on-farm events

24 hr/week/year round position, starting as early as March 16, 2020.

The right candidate will be interested in farming or the environment, motivated. They will be a detail-oriented, highly organized person with social media savvy, and good writing skills. We are looking for an organized, motivated team member for this multifaceted position to provide support for a range of programs. This position involves working both independently (remotely) and with groups at in-person meetings at the farm and at Board members' homes. Flexible hours.

Requirements:

- Proficiency in Microsoft Office
- Proficiency in social media platforms
- A basic understanding of nonprofit development and some experience fundraising for nonprofits

Preferred:

- Familiarity with website editing software
- Familiarity with donor management software

Benefits include: Paid holidays, healthcare stipend, 1-week paid vacation (additional time-off without pay, with approval), Worker's Compensation, produce from the farm, discount on local products in the farm stand

To Apply

Please apply to president@lexfarm.org if you are a qualified candidate. Submit your resume and a cover letter that describes your marketing and fundraising experience.