

## Community Agriculture Alliance Development & Marketing Manager



### Summary of Position

This position is a career opportunity for a motivated person to join CAA's mission driven team. The Development & Marketing Manager is responsible for leading CAA's fundraising, marketing and communications, and donor relations efforts.

### Responsibilities

#### *Leadership Responsibilities*

This position will lead CAA's fund raising and marketing efforts. Other leadership responsibilities include, representing CAA within the community and to various partners. This position will also be responsible for setting and meeting fundraising goals to help further the CAA mission and programs.

#### *Fundraising Responsibilities*

Oversee the development of and implementation of CAA's fundraising, member, and donor relations strategy. This will include individual, corporate/business, special events, and planned giving. The Development & Marketing Manager will manage and maintain a major donor program and coordinate with the Executive Director and the Board of Directors as necessary on donor visits and solicitations. The Development & Marketing Manager is responsible for the implementation of CAA's Gift Acceptance Policy and implementing legal or regulatory requirements related to fundraising. Further, the Development & Marketing Manager shall remain knowledgeable with best practices in fundraising and donor relations.

#### *Marketing & Communications Responsibilities*

Oversee the development of and implementation of CAA's organizational marketing and communications strategy. This will include coordination with staff and contractors, strategies for the use of traditional, web, and social media channels, and oversee the development of and implementation of organizational marketing and outreach strategy. This includes special events and the development and management of relationships with strategic partners, organizational messaging, and implementation.

#### *Grant Responsibilities*

Identify grant opportunities, coordinate writing of grants, ensure documentation of, compliance with, and proper administration of all grants.

### Required Skills

**Leadership** – provide leadership in the development and implementation of successful fundraising and marketing efforts

**Strategic** – develop and implement strategies that align with CAA mission, vision, and strategic anchors

**Creativity** – ability to think outside of the box and support organizational growth

**Innovative** – develop new fundraising, communication, and outreach strategies

**Problem Solving** – ability to solve complex multidimensional problems

**Accuracy** – manage multiple, diverse projects with accuracy and attention to detail

**Communicate** – ability to write and communicate clearly and efficiently with a variety of demographics

**Teamwork** – assist where needed, outside of stated job description

**Passion** – share organizational values and desire for local agriculture to thrive in the Yampa Valley

**Inspirational** – inspire others to achieve and exceed goals

**Relationship Management** – the ability to successfully develop and manage relationships with diverse individuals (landowners, ag producers, partners, Board, members, and donors)

**Adaptable** – the ability and willingness to adapt to changing circumstances and opportunities

**Reporting:** This position will report to the CAA Executive Director.

**Location:** Steamboat Springs, Routt County, Colorado

### Minimum Requirements

- 5 years professional experience in fundraising, communication, marketing and/or development

- Excellent written, verbal, organizational, and interpersonal communication skills
- Tactful, possessing ability to work with high degree of personal and professional initiative, integrity, and maintain confidentiality.
- Able to work both independently and as part of CAA team
- Proven ability to lead
- Experience with nonprofit management
- Experience with financial management and budgeting
- Knowledge, appreciation, and respect for the people and values of rural NW Colorado; Most important is a sincere interest and commitment to agriculture, with sensitivity and appreciation for the diverse interests and values of others

**Salary and Benefits**

Range: \$55,000-\$65,000 (based on experience)

Flexible work environment, Part-time option available

**To apply, email a cover letter, resume, and writing sample to Michele Meyer**  
michele@communityagalliance.org

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