



Position Description: Associate Director

Reports to: Executive Director

Purpose:

To develop, manage, and implement the fundraising plan and to provide additional administrative support to the organization

Status:

Exempt position, 20 hours per week

Essential Functions:

1. Fundraising and Donor Relations

As a non-profit, Community GroundWorks (CGW) is dependant on a diversified and successful fundraising plan. The Associate Director manages and implements the fundraising plan with the assistance of the Executive Director and the Board of Directors (Board).

- Assist with the development of a strategic long-term fund-raising plan
- Manage the fundraising plan on a day-to-day basis
- Participate in fundraising for general administration, programs, site development and maintenance, through grant writing, donor appeals, capital campaigns, special events, earned income, etc.
- Assist the Executive Director in developing and maintaining excellent relationships with grant funders, and both private and corporate donors
- Conduct grant research, writing, and reporting in collaboration with the Executive Director and program directors
- Manage fundraising events
- Lead direct mail fundraising efforts
- Maintain complete and accurate fundraising records at all times

2. Community and Public Relations

The Associate Director holds some outreach responsibilities and works closely with the Executive Director to present a strong, positive image of CGW programs, products and services to relevant stakeholders.

- Assist with the production of key communication tools such as an e-newsletter, other electronic sources and *The Gazette*
- Assist with the production of outreach materials (displays, brochures, flyers, articles, press releases, website and background materials)
- Serve as a spokesperson for Community GroundWorks and Troy Gardens at site tours, events, media interviews, etc.

3. Administrative and Additional Responsibilities

- Attend staff, board, and other relevant meetings as necessary
- Coordinate volunteer program including volunteer recruitment
- Provide various office duties to include telephone, paper and email communication
- Assist with document review and editing
- Take on additional tasks as directed by the Executive Director

Qualifications

- Minimum of two years experience in nonprofit fundraising, including donor relations, grant writing and reporting
- Strong communication skills, including public speaking and writing
- Experience working with volunteers, non-profits, and community-based organizations
- Ability to work independently and as part of a team
- Ability to use computers, including proficiency with Microsoft Word, Excel, Outlook, and Access
- Excellent organizational skills and the ability to handle multiple demands
- Experience working with people of diverse backgrounds, including children, the elderly, and people of diverse cultures
- Familiarity with the Madison philanthropic community and local funders desired
- Experience in the areas of organic agriculture and natural areas restoration considered a plus