

Date: January 31, 2019

Position Announcement

The City of Ruston is recruiting the following position:

TITLE: Director of Development

REPORTS TO: Director of Administrative Services

SUMMARY OF DUTIES: Grant writing for the City of Ruston and North Louisiana Farm Fresh, serve as the Executive Director for the Ruston Farmers Market*, leader and participant in local green/recycling initiatives and local food movement, support the City's initiatives for improved community health and wellness.**

REQUIREMENTS

EDUCATION: Bachelor's Degree

EXPERIENCE: Strong administrative and nonprofit management skills, proven abilities in grant writing, donor development, and marketing

SKILLS: Excellent written and verbal communication skills, knowledge of farmers markets, local food movements, and the role they play in local economies. Grant writing, non-profit donor development, strong nonprofit fundraising skills, and a record of setting and meeting agencies fundraising goals. Proven ability to develop and maintain good working relationships with market vendors, customers, community members, and partner organizations. Knowledge of best practices in marketing. Proficiency with applicable computer software applications. Proficiency in online communications, social networking, and website management. Knowledge of agricultural and food handling policies preferred.

LICENSES: Must have a valid Louisiana driver's license

RATE OF PAY: \$25.59

BENEFITS: Full-Time, Paid Time Off, Holiday Pay, Insurance, and Retirement

CLOSING DATE: Open until filled.

APPLYING INSTRUCTIONS: Interested applicants should submit a resume and a letter of interest to City of Ruston, Attn: Personnel, P.O. Box 2069, Ruston, LA 71273; by fax: 318-251-2229; stop by City Hall, Room 211 for an application; or visit our website at www.ruston.org

PRE-EMPLOYMENT PHYSICAL AND DRUG TESTING IS REQUIRED
THE CITY OF RUSTON IS AN "AT WILL" EMPLOYER.
THE CITY OF RUSTON IS AN EQUAL OPPORTUNITY EMPLOYER

***Ruston Farmers Market Executive Director Job Description**

Strategic Planning and Management

- Develop a strategic plan to meet the goals and objectives established by the Board of North Louisiana Farm Fresh (NLFF)
- Draft policies for the approval of the Board, and create procedures to implement policies
- Work with Treasurer to develop a budget
- Administer and maintain budget; approve expenditures
- Provide the Board with comprehensive, regular reports on the revenues and expenditures of the market
- Hire, supervise, and evaluate Operations Manager and Assistant
- Ability to work collegially and effectively with other staff and with the North Louisiana Farm Fresh Board of Directors

Building Use

- Manage procedure to rent building, including acquiring information and taking payment
- Supervise Ruston Farmers Market Operations Manager and Assistant in maintaining building, hiring help for maintenance and repairs as needed

Programming, Marketing, Promotions, and Outreach

- Oversee planning, design, implementation, and evaluation of programs, services, and special projects (soliciting input from Operations Manager, Assistant, and the NLFF board) that contribute to Ruston Farmers Market's (RFM) mission, expands its reach, and reflects the priorities of NLFF
- Supervise RFM Operations Manager's development of programs and events to increase traffic to the market
- Coordinate the speakers bureau, surveys and other outreach efforts
- Find opportunities for Executive Director, Operations Manager, and/or board members to speak about RFM- schools, clubs, etc
- Communicate the mission, needs, and challenges of RFM to funders, clients, stakeholders, media, legislators, policy makers, and the general public
- Implement a marketing plan, ensuring consistency of RFM brand, and oversee Operations Manager and Assistant in all marketing activities
- Issue press releases related to RFM activities
- Some weekend hours required when the Ruston Farmers Market is open

Vendor Relations

- Make presentation at annual vendor meeting (along with Operations Manager)
- Field calls from potential and existing vendors as well as customers
- Make site visits or assign site visits to RFM Operations Manager
- Review and revise, if needed, the RFM vendor application and vendor rules and regulations

Development (Fundraising, Sponsorships, Grants)

- Work with the Board to secure adequate funding for the operation of RFM
- Research funding sources, oversee the development of fundraising plans, and write funding proposals
- Develop new sources of funding, especially major donors, foundations, and agencies
- Help to secure multi-year funding to ensure RFM's long-term sustainability
- Cultivate relationships with foundations, individual donors, and prospective donors
- Provide the Board with timely fundraising reports and updates
- Research and apply for grants relevant to RFM
- For existing grants, provide relevant reports as needed
- Oversee the collection of metrics to help manage grants (in conjunction with the NLFF Executive Committee)

****City of Ruston Liaison and Leader in Quality of Life Initiatives**

- Act as both leader and liaison among entities with similar interests in community health and wellness/local food/quality of life initiatives
- Represent the City by serving on committees as needed in relation to food/wellness/green initiatives/etc.
- Coordinating the efforts of the City, RFM in regards to green/recycling initiatives (e.g., marketing recycling at RFM)
- Continued education regarding the local food movement and wellness/community health/quality of life initiatives