

## **The Farm School seeks a Director of Development and Storytelling.**

Sitting on a ridgetop that overlooks rolling hills of north central MA, The Farm School spans nearly 400 beautiful acres of farm and forest and welcomes a diverse and creative community. Farmer educators work with youth to connect with the land, honor it, maintain it and the life that thrives on it. The Farm School is a diverse environment that seeks a candidate that is dedicated to supporting a wide range of individuals, youth groups and partners with a racial equity lens. An ideal candidate has farming and/or a background in education. The Farm School Developer and Storyteller role at The Farm School is a senior level leadership position responsible for securing approximately one million dollars annually to sustain the farm and its programs.

### **MAJOR DUTIES AND RESPONSIBILITIES:**

- Carry out all duties and responsibilities through a racial equity and justice lens.
- Create, manage, maintain and cultivate enduring relationships with the organization's donors and financial partners.
- Establish and support fiscal partnerships that are aligned with The Farm School mission and vision.
- Create and manage a diversified and well balanced fundraising/development strategy.
- Create pathways to meet philanthropic needs including planned giving, multiyear funding and management of philanthropic cycles of giving.
- Craft and deliver narratives promoting the organization's values, mission and vision to reach new audiences and form better relationships with donors and other organizations.
- Apply for grants that meet the needs of The Farm School and manage a grants calendar as one of many resources for timely submission and tracking of grant opportunities.
- Study the Farm School's artistic history and artfully share public facing communications to draw people into The Farm School experience, mission and vision.
- Write and communicate skillfully with the ability to listen to and speak to target audiences while maintaining The Farm School's voice, reputation and presence in all communications.
- Follow up with timely thank you letters to contributors of all kinds.

- Plan and carry out the annual fundraising event and look for opportunities to establish new fundraising platforms.

### **Monitoring and Reporting**

- Meet routinely with the Strategic Planning Director to set and monitor fundraising and communication goals.
- Use data from tuition, sales, spending and previous fundraising campaigns to guide fundraising decisions (including metrics like clicks, shares, traffic, views, purchases etc.).
- Construct narrative reports to convey development strategies and needs to The Farm School's board of directors highlighting the impact and results of development and storytelling initiatives.
- Test stories with established internal and external audiences that can act as a sounding board in the creative process.

### **Outreach and Communications**

- With Strategic Planning Director, increase Farm School visibility and tell stories to gain recognition across multiple platforms including social media, local radio, webinars, conferences, keynotes, hosting Farm School tours and attracting potential partners.
- With Strategic Planning Director, oversee the consistency of voice, tone, narrative messaging and alignment of The Farm School's mission and values across all communication platforms, the Annual Appeal, Newsletter and annual Big Pig Gig event.
- Collaborate with the Strategic Planning Director and Administrative Team to carry out the annual appeal, newsletter and the annual Big Pig Gig event.

### **Programmatic Engagement**

- Provide support to each program by seeking and securing funds, providing hands-on aid when possible and connecting partners to people or events on the farm.
- Oversee and support fundraising efforts of farm school employees looking to raise funds for specific projects on the farm.
- Support each program as a team member in some capacity on site (for example: jumping into programming at Program for Visiting Schools (PVS) , Chicken Coop subbing and general farm support).

**ADDITIONAL DUTIES AND RESPONSIBILITIES:**

- Read and respond to emails, text messages and Slack messages in a timely manner.
- Participate in Racial Equity within our Communities meetings.
- Be in rotation for weekend Farm Chores.
- Attend Board of Director meetings.

**COMPENSATION, BENEFITS AND PERKS**

\$70,000- \$75,000 starting annual salary + housing as available, health insurance and 6 weeks paid vacation and farm fresh veggies, meat and eggs.

To apply please send a cover letter, resume and references to [hire@farmschool.org](mailto:hire@farmschool.org) with Storyteller/Developer and your last name in the subject line. Applications will be reviewed until the position is filled.

*We serve diverse communities of students and we are striving to develop a staff that reflects that. We encourage all qualified candidates to apply to our open positions. The Farm School does not discriminate on the basis of race, creed, sex, sexual orientation, or national or ethnic origin in any of its school administered policies or programs.*