

# FairShare CSA Coalition Development & Communications Coordinator

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**Title:** Development & Communications Coordinator

**Supervisor:** Executive Director

**Classification:** Full-time, salaried position

**Compensation:** \$33,280 annual salary, plus \$400 monthly health stipend and \$200 CSA share reimbursement

## Position Overview

The Development & Communications Coordinator provides communications, fundraising, promotional, administrative and general support to further FairShare's overall organizational mission and goals.

## Organization

FairShare CSA Coalition supports and connects farmers and consumers through Community Supported Agriculture (CSA). We envision a future where CSA is the backbone of a strong local food system and where all families have access to locally-produced, organic food from small family farms.

## Responsibilities

- *Fundraising Coordination (25%)*
  - Donor Management & Stewardship
    - Manage donor database
    - Acknowledge and steward donors
    - Coordinate the annual appeal, including Board engagement
    - Prepare fundraising and donor reports
  - Fundraising Events
    - Oversee and manage Bike the Barns fundraiser campaign (large charity bicycle tour)
    - Coordinate day-of giving campaigns, including Community Shares of Wisconsin "The Big Share", and Giving Tuesday activities
    - Manage Facebook Fundraisers
- *CSA Promotions Grant Project Coordination*
  - *Buy Local Buy Wisconsin CSA Sign-up Campaign Project (22.5%)*
    - Coordinate the That's CSA sign-up campaign and template resource development
    - Develop and implement various statewide promotions through a number of different medias, including TV commercials, radio spots, social media ads, and partnerships
    - Evaluate the success of the campaign through defined metrics
  - *Farmers Market Promotions Project – Building a National CSA Community of Practice (12.5%)*
    - Attend CSA community of practice meetings
    - Create and deliver marketing materials, messaging and promotions strategies
    - Assist in the development and implementation of a national-level CSA campaign
- *Outreach and Communication (25%)*
  - Design and implement organizational social media plan
  - Develop monthly e-newsletter
  - Coordinate Bike the Barns rider communication and individual fundraising plans
  - Support merchandise ordering, sales, marketing, inventory, and manage/update online store
  - Participate in and coordinate the Development & Communications Committee
- *General Organizational Support (15%)*
  - Plan annual and special events as needed
  - Support annual meeting planning, budget process and annual report creation, as needed/appropriate
  - Update and maintain website for appropriate programs and events
  - Provide input and support on appropriate grants and other fundraising activities
  - Support outreach tabling and presentation events; prep for and unpack tabling events

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### Qualifications & Competencies

The ideal candidate will possess:

- Nonprofit, communications and administrative experience
- A commitment to FairShare's mission
- Excellent written and communication skills
- Knowledge of donor stewardship and fundraising
- Experience with Microsoft Office, Quickbooks, Wordpress, donor database management. Experience with Adobe suite and graphic design is a plus.
- Ability to analyze data and implement decisions based on results
- Attention to detail and ability to work independently, and as part of a small team
- Ability to adapt to the changing needs of a dynamic organization, balance several projects at once, and stick to a timeline
- Marketing experience a plus

### Application Procedure

Please submit a resume, cover letter, and list of 3 references to [carrie@csacoalition.org](mailto:carrie@csacoalition.org) by Wednesday, June 12, 2019. Include your interest and relevant work and/or course experience and skills. Please direct any questions regarding this position to [carrie@csacoalition.org](mailto:carrie@csacoalition.org).