



Washington State Farmers Market Association

Position:	Executive Director
Reports to:	Board of Directors
Hours:	40 hours/week, 1 FTE
Wages and Benefits:	DOE with a range of \$62,000-\$68,000 Paid time off, holidays, subsidized ORCA pass and insurance stipend

The Washington State Farmers Market Association (WSFMA) is a non-profit, 501(c)(3) organization whose mission is to support and promote vibrant and sustainable farmers markets in Washington State through member services, education and advocacy.

Over the past five years, the WSFMA has experienced significant change including tremendous growth in membership, revenue, and programs. The organization has gained national recognition for its leadership in increasing the use of SNAP/EBT at farmers markets. Its conference attracts attendees from around the Pacific Northwest region and it is recognized as a trusted leader in Washington State on issues of importance to small farms and food producers. With the recent transition to a 501(c)(3) organization, the WSFMA is seeking an Executive Director who can build upon the organization's established reputation and capture emerging opportunities to lead the organization into the future as a vibrant, relevant, and sustainable organization.

Position Summary

The Executive Director for the Washington State Farmers Market Association (WSFMA) provides strategic leadership and operational oversight in support of the mission. In consultation with the Board of Directors, the Executive Director designs and executes the organization's development and fundraising strategy, develops work plans and budgets, supervises staff, negotiates contracts, and serves as the spokesperson for the organization to members, partners and external audiences.

Essential Functions

Fundraising and Development

Design and execute WSFMA's development strategy including:

- Write annual reports;
- Prepare grant proposals and assure compliance with grant requirements;
- Negotiate and maintain professional service contracts;
- Cultivate members and maintain membership database;
- Develop and maintain relationships with donors, including foundation and corporate partners;
- Oversee fundraising events;
- Lead fundraising campaigns.

Finance and Risk Management

Provide leadership and oversight to assure sound financial practices and budgets, complying with legal/tax requirements including:

- Expand revenue sources in line with fundraising and development plans;
- Maintain primary responsibility for WSFMA's compliance with all relevant policies, rules, regulations, and statutes;
- Oversee and exercise authority on all budgetary matters, in collaboration with Board of Directors;
- Develop annual operating budget and other special project budgets (i.e. grants, conference etc.);

- Submit required reports and reimbursement requests for grants and contracts;
- Manage external bookkeeping and tax preparation consultants;
- Develop and maintain financial controls and standards based on best practices for non-profits;
- Maintain compliance with WSFMA Bylaws.

Operations and Staff Oversight

Oversee and provide leadership and guidance to staff with annual reviews, training, and supervision, as necessary to meet the administrative and program needs of the organization including:

- Maintain high-quality staff, foster collegiality respect and support professional development;
- Lead and oversee planning for the development of organizational goals and objectives for staff;
- Guide staff in their role to execute programming;
- Continually evaluate organizational and office policies and procedures for effectiveness, efficiency, and alignment with best practices
- Maintain employee handbook and personnel policies.

Direct Activities in Support of Mission

Promote the mission of WSFMA with the operational, strategic, and policy levels including:

- Identify the best programming to fulfill the mission based on input from members, the Board and staff;
- Maintain relationships and knowledge of the needs of our members to assure the organization has an effective long-range strategy to achieve its mission;
- In consultation with the board, develop short-, mid-, and long-term goals and strategies in support of the mission in the areas of value and services for farmers market members (such as maintenance of the Roots Guidelines), food access, and advocacy;
- Support staff in development of annual work plans

Communication and Public Relations

Drive overall strategy and messaging for communicating with members, customers, partner organizations, donors, and stakeholders including:

- Oversee development of efficient platforms for communicating with various audiences in support of organizational and fundraising development (web, social, email, etc.);
- Serve as spokesperson and ambassador for the organization with government agencies and representatives, strategic partners, media and membership;
- Ensure web and digital presence is up to date and sufficient to support mission and organizational needs;
- In collaboration with Board of Directors, staff, member markets and partners develop advocacy agenda

Board Administration

Keep the Board and its committees regularly apprised of all significant developments including but not limited to financial, staff, programs, policy, and community relations including:

- Attend and participate in monthly Board and Executive Committee meetings
- Support Board development and recruitment as needed
- Prepare monthly Director's and Financial reports and supporting materials
- Draft policies and plans for review and approval of the board

Qualifications

- Bachelor's or master's degree in a relevant area (i.e. Finance, Management, Communications, Public Health, etc.) or comparable experience
- Minimum 10 years of non-profit management experience with at least five years in a managerial or supervisory role.
- Previous experience with influencing legislative policy or agriculture preferred;
- Proven skills in fundraising and development, including grants, membership, donor relations and corporate and foundation partnerships;
- Demonstrated experience in financial systems, budget management and profit/loss forecasting;
- Ability to think strategically, develop clear priorities, and successfully manage projects;
- Excellent oral and written communication skills
- Strong technical skills with standard office systems (Word, Excel, PowerPoint, etc.) and financial management software (i.e. QuickBooks) or ability to manage/oversee use of software by staff;
- Knowledge of web and design software a plus (i.e. WordPress, InDesign, Photoshop)
- Passion for local food, sustainable agriculture, equitable food access, entrepreneurship and community development;
- Able to travel statewide.

How to Apply:

Submit a resume and cover letter to jobs@wafarmersmarkets.org with "Executive Director" in the subject line. The cover letter should address your fit with the required and desired qualifications. Applications will be accepted until the position is filled. The priority review deadline is Friday, January 19th at 5 PM. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, or national origin.