



## Director of Development

*Posted: January 2022*

Are you dynamic, passionate about agriculture, have an entrepreneurial spirit, experienced fundraiser who loves a challenge and whose experience is growing revenue and building relationships for the premier agricultural and nutrition education nonprofit in Ventura and Santa Barbara Counties? Do you want to be part of a motivated, diverse, mission-driven Central Coast team deeply committed to agricultural preservation and education? We are seeking a creative, out-of-the-box thinker to lead the enhancement and execution of Students for Eco-Education and Agriculture's [SEEAG] development and fundraising plan. Can you develop and lead the Santa Barbara County and Ventura County business development and fundraising strategy, with the ultimate goal of diversifying SEEAG's funding base and enabling SEEAG to expand its impact and education?

*Then we need YOU!*

### Job Description

The Director of Development will play a pivotal leadership role, managing a small, committed nonprofit team and two county-based Development Task Force Committees. The successful candidate will be responsible for cultivating and securing new support from high net-worth individuals (HNWI), foundations, and corporations, expanding and diversifying our current donor base while helping to drive organizational change and a greater culture of philanthropy throughout the organization. The successful candidate will be comfortable working across different revenue streams, with substantial experience working with major/principal gifts and boards of directors and fundraising councils.

You will serve as a compelling spokesperson for SEEAG creating excitement about our mission, and inspiring others to support our goals. You will also help identify external advocates and champions for SEEAG and build a structured fundraising council. Most critically, you will have prior experience building and growing a fundraising program to achieve significant year-on-year growth. What does success look like? Over the next 3-5 years the successful candidate will at least double our annual private income from Santa Barbara and Ventura Counties.

Reporting to the Founder and CEO, you will work closely with SEEAG's two Development Task Force Committees and other relevant advisory bodies.

### Primary Responsibilities

- Lead, design and execute a development strategy for SEEAG including annual and long-term plans
- Establish and manage meaningful relationships with HNWI, foundations, and corporations, leading to transformative gifts to support SEEAG's work
- Inspire, motivate and challenge a small development team through active mentorship, ensuring that appropriate budgets, systems, and procedures are in place, and building a culture conducive to partnership development and relationship management
- Oversee fundraising campaigns, identification and qualification of a robust pipeline of principal individual donors and foundations, cultivation and stewardship efforts, solicitation strategies, and the development and timely submission of grant proposals and reports

- Participate in and manage donor events to expand networking opportunities and enrich the experience of current donors, and play a major thought leadership role, identifying opportunities for SEEAG attendance/representation on panels, at philanthropic conferences, workshops, and networking events, as appropriate
- Co-lead the creation and management of advisory Development Committees who champion SEEAG, open doors and networks, increase visibility, and help secure substantial long-term financial support.
- Oversee donor publications and donor communications for Southern CA audiences, working in partnership with the Communications team to align strategies and craft messaging
- Serve as a key advisor to SEEAG leadership (CEO and Board) regarding strategies for private resource mobilization, working with counterpart(s) in other regions, and helping to create an organization-wide culture of development and philanthropy

### Requirements

- Minimum 5 - 8 years' relevant experience in agricultural industry and or fundraising and philanthropy at a senior level in the United States
- Proven experience delivering substantial and sustainable fundraising growth
- Strong agricultural roots and background, including family business, is preferred
- A strong affinity for the mission, ideally grounded in experience with NGOs, academic or agricultural education institutions and communications, or other organizations with public health and wellness relevance
- Successful track record of cultivating, soliciting, and stewarding donors and securing 6 figure principal gifts
- Knowledge of fundraising campaigns and event production preferred
- Experience managing budgets as well as teams, with a strong ability to recruit, train, mentor, and motivate

### Desired Skills & Attributes

- Knowledge of, experience and or contacts in the local agricultural industry.
- Entrepreneurial mindset and creative thinking, coupled with strong decision-making and leadership skills; wisdom and good judgment; keen analytical and problem-solving skills
- History of building effective, collaborative working relationships
- Ability to communicate effectively with a variety of internal and external stakeholders
- Strong commitment to establishing and maintaining a diverse, equitable, inclusive and actively anti-racist work environment
- Multilingual skills (Spanish preferred) and multi-cultural or cross-cultural experience appreciated but not essential
- Ability to travel (pandemic permitting) within and sometimes outside Santa Barbara & Ventura Counties.
- Excellent knowledge of Microsoft Suite; Keela, experience with Salesforce a plus

## Position Details

- Location: Los Angeles, Santa Barbara or Ventura County Vicinity. Home and/or Office-based, flexible/hybrid work arrangements available. Please Note: Our office in Santa Paula is currently open for individuals working onsite.
- Position Title: Director of Development
- Company Name: Students for Eco-Education and Agriculture, Inc.
- Industry: Agriculture and Education
- Category: Development - General, Donor Relations/Stewardship, Foundation, Grant Management
- Job Type: Full-Time
- Minimum Salary: Base of \$85,000. Commensurate with experience with bonus potential
- Suggested Education: 4 Year Degree
- Desired Experience: Over 5 Years
- Required Travel: 10-25% in Ventura and Santa Barbara Counties

## Salary & Benefits

Salary commensurate with experience. Benefits package, including health insurance, dental insurance, vision insurance, vacation days, and contributions to the 403(b) plan.

## About SEEAG

Students for Eco-Education and Agriculture (SEEAG), is a two-county based, not-for-profit agricultural education and wellness organization that educates students and the greater community about the farm origins of their food and agriculture's contribution to our nutritional wellbeing.

SEEAG was launched in 2008. Over the past 13 years we are proud to have delivered six new programs to over 65,000 students and adults on the central coast, including virtual distance learning programs. Headquartered in Santa Paula, CA, SEEAG has built a team of approximately 7 employees working across two counties. SEEAG registered as a 501(c)(3) non-profit in 2013 that works to cultivate agricultural ambassadors. SEEAG aims to educate, inspire and empower students to take charge of their eating habits to be their own healthy hero. The Director of Development will strengthen and expand agricultural and grower networks, policy and advocacy influence, partner development, communications, and in particular, fundraising efforts to enhance SEEAG impact on the Central Coast.

In 2021, SEEAG will release an ambitious new Strategic Plan 2021-2024, which outlined a funding goal of \$1.2 million. Based on history and current performance nearly \$600k is secured, primarily from governments, major philanthropic foundations, and local individuals. As part of this strategy, SEEAG aims to diversify its funding base and is investing in increasing private philanthropic fundraising capabilities with the ambition of raising at least \$600k in new philanthropic funding by 2024. SEEAG's fundraising team is expected to play a key role in this effort.

SEEAG strives to be an actively anti-racist, inclusive organization and is an Equal Employment Opportunity employer. We strongly encourage Black, Indigenous, and Other People of Color (BIPOC), women, individuals with disabilities, and members of the LGBTQ+ community to apply.

## TO APPLY:

Please email your resume and cover letter to CEO & Founder, Mary Maranville at [mary@seeag.org](mailto:mary@seeag.org), (RE: Director of Development Position).