



Executive Director 2023

Primary Functions:

The Executive Director (ED) champions organizational values and leads Plenty! in fulfilling its goal to combat food insecurity in the community. The ED is responsible for community and donor relationships, fundraising, marketing and communications, ensuring safe and efficient operations, staff leadership, financial and risk management, and working with the Board of Directors to set and accomplish strategic goals.

Responsibilities of the Position:

LEADERSHIP

- Work with Board of Directors to set strategic vision and implement plans to achieve goals
- Monitor key dashboard metrics to ensure mission alignment and success
- Manage and provide leadership to staff, including all HR functions (job descriptions, performance appraisals, annual goals, staff policies, compensation, etc.)
- Limit or reduce all unnecessary risk and liability to the organization, volunteers and patrons
- Develop and oversee budget; monitor income and expenses, maintain fiscal responsibility
- Work with the Board of Directors to identify opportunities, threats and obstacles both internal and external to the organization.

DEVELOPMENT

- Develop, foster and maintain collaborative relationships with local government, non-profits, schools, civic and religious groups.
- Identify and cultivate business sponsorships, donations and in-kind support
- Participate in the effort to cultivate/develop individual donors and coordinate giving campaigns
- Identify, apply for, and manage funds from government organizations, grants and foundations
- Manage and/or coordinate with staff and/or the Board Plenty! sponsored events (e.g. community meals, open house, Tour de Dirt, etc)
- Coordinate participation in community sponsored events relevant to our mission (e.g. health fairs)

MARKETING & COMMUNICATIONS

- Manage general correspondence, both written and email: plenty@swva.net
- Oversee maintenance of website, Facebook and other social media
- Manage and/or coordinate with staff and/or Board Plenty! sponsored events (e.g. community meals, open house, Tour de Dirt, etc)

- Coordinate participation in community sponsored events relevant to our mission (e.g. health fairs)
- Respond to media requests
- Oversee maintenance of donor database; manage all communications, not performed by the Board.
- Oversee Plenty!'s face to the general public, including advertising, signage, information materials and other print collateral
- Use available resources (Board, staff, web-based content etc) to manage above marketing and communications

Position Specifics:

- Reports to Board of Directors
- Salaried, full-time position
- Flexible hours to meet the needs of programs and volunteer groups
- Attend Board meetings, retreats and continuing education as appropriate
- Uphold and embody the values and policies of the organization, including and especially the Good Neighbor Policy
- Be an advocate for Plenty! and its patrons, able and willing to share our story with the community and guests

Preferred Knowledge, Skills, Abilities

- 4-year college degree or higher
- Demonstrated planning, organizational, and program management skills
- Fundraising/sales/marketing experience
- Demonstrated writing experience, grant writing a plus
- Volunteer management experience a plus
- Ability to multi-task to prioritize the needs of the moment, the day and long-term projects within a fast-paced, changing environment subject to frequent interruptions
- Ability to use data and metrics to develop creative solutions and passion for new initiatives; track & validate the data
- Staff leadership skills; ability to model, inspire, motivate and create change
- Ability to lift 50 pounds, must possess a valid driver's license and a good driving record
- Comfortable using web-based database and Microsoft Office
- Non Profit experience a plus
- Ability to fill in where the need arises (pantry, food delivery, etc)