



KANSAS CITY  
**COMMUNITY GARDENS**

## **Director of Development & Marketing**

### **Organizational Background**

Kansas City Community Gardens (KCCG), a non-profit 501(c)(3) organization, works to empower low-income individuals, schools and community groups across the Kansas City metropolitan area to grow their own vegetables and fruit. Annually, we provide low-cost seeds and plants and free technical assistance to more than 800 garden and orchard sites and 3,400 home gardeners, helping to put fresh food on the table of more than 44,000 households.

### **Position Overview**

The Director of Development and Marketing is an experienced non-profit professional who leads fundraising efforts for Kansas City Community Gardens. This individual works with the Executive Director and development team to plan and implement strategies to raise a \$1.6 million annual operating budget and capital funds as needed. This includes government and foundation grants, major gifts, business sponsorships, individual giving, fundraising events and earned revenues. This position is also responsible for leading KCCG's outreach and marketing functions.

The Director of Development and Marketing reports to the Executive Director and supervises a team that includes the Major Gifts Officer and Media Developer.

### **Primary Duties and Responsibilities**

#### **Strategic Planning**

- Develop and implement an annual development plan to fund KCCG's \$1.6 million operating budget
- In collaboration with the Executive Director, assess and plan capital and capacity building campaigns
- Work with the Executive Director to develop KCCG's annual operating and program budgets
- Participate in the development and implementation of KCCG's organization-wide strategic plan

#### **Fundraising Duties & Development Team Management**

- Lead research, cultivation, gift solicitation and stewardship activities for each funding stream (grants, major gifts, direct mail and digital campaigns, and corporate sponsorships)
- Manage an active portfolio of top-level donors
- Mentor, lead and supervise the Major Gifts Officer, determining appropriate donor portfolios and tasks
- Ensure that all application and reporting deadlines and requirements are met
- Lead staff and volunteers in the planning and execution of KCCG's annual *Gardens at Sunset* gala
- Manage the development database and ensure timely gift acknowledgement
- Maintain documentation and oversee contract requirements for all grants and funding

#### **Board & Community Relationships**

- Develop relationships with members of KCCG's Board of Directors; engage board members in the cultivation and stewardship of prospective and active donors.
- Attend Board of Directors and Executive Committee meetings, providing financial and fundraising reports; work in tandem with Board Treasurer to lead the Development Committee
- Recruit and lead the *Gardens at Sunset* event committee and volunteers

- Serve as a confident voice for KCCG at public-facing events and meetings; cultivate and steward relationships with key organizational partners

#### Marketing & Outreach

- Develop an annual marketing plan with key messaging and timelines for client, visitor and donor audiences
- Oversee branding and storytelling standards, ensuring that KCCG's work is effectively and consistently communicated to the public
- Work with the Media Developer to plan and implement content for KCCG websites and social media channels
- Cultivate relationships with media contacts; participate in and coordinate media opportunities

#### Desired Qualifications

- 5+ years fundraising experience with demonstrated success in grant writing, major gifts and donor stewardship
- Experience in government grant writing and management, fundraising event management and capital campaigns preferred
- Established relationships and knowledge of the Kansas City philanthropic community
- Excellent relationship-building and personal communication skills
- High-level writing skills; demonstrated ability to tell an organization's story in a compelling manner
- Experience in non-profit public relations and marketing preferred
- Demonstrated experience in leading and managing a team of employees
- Proficient in database management and other basic software systems
- A passion for food justice and interest in community gardening!

This is a full-time exempt position. KCCG's standard business hours are 8:30 a.m. to 5 p.m. Monday through Friday, with occasional evening and weekend hours required. KCCG is primarily an in-person work environment, with opportunity for limited remote work.

**Reports to:** Executive Director

**Salary Range:** \$65,000 - \$80,000

#### **Benefits include:**

Generous paid time off (including vacation days, holidays and winter break)  
 Employer-paid health insurance plan with annual HSA contribution  
 Optional dental, vision and life insurance benefits  
 Retirement benefit with employer match

#### **To Apply:**

Please send cover letter, along with resume and writing sample, to Jennifer Meyer at [jennifer@kccg.org](mailto:jennifer@kccg.org). For more information about KCCG, visit [www.kccg.org](http://www.kccg.org).

Applications will be accepted until position is filled.

KCCG is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.