



## Countryside

*Connecting people, food and land since 1999*

### **We are Growing!**

#### **We are hiring a Full Time Marketing and Fundraising Coordinator**

We need a new team member to help us advance our work and mission.

Countryside is a nonprofit located in Cuyahoga Valley National Park. Our mission is to connect people, food and land by promoting a resilient, sustainable food culture through programs, advocacy and education. We are a leading expert and innovator in conservation farming and community-based food programs, working in partnership with Cuyahoga Valley National Park, farmers, community stakeholders and food entrepreneurs.

We co-manage a unique farm leasing program with Cuyahoga Valley National Park, and operate a beginning farmer program, and a sustainable agriculture education initiative. We operate 3 farmers' markets, we are launching an urban public food market, and we operate a multi-county food access program.

We are immediately hiring a marketing and fundraising coordinator to ensure the elevation of our brand and the implementation of our development strategy. The right candidate will spend their time in equal parts 50% fund development and 50% marketing.

#### **Key Deliverables**

- Champion the Countryside Brand
- Work with the Executive Director, staff and our Board Fund Development and Marketing Teams.
- Create strategic and successful marketing and fundraising plans in collaboration with Executive Teams and leadership staff.
- Develop and manage the fundraising appeals, campaigns and special events.
- Cultivate major donor prospects.
- Manage donor database and prospect audience to achieve successful outcomes.
- Work closely with Executive Director to ensure donor relationships and communication.
- Manage Corporate relationships to create a robust sponsorship plan.
- Research, write or facilitate grant writing opportunities and maintain donor/funder organizational materials as needed.
- Meet and work, as necessary, with the external Marketing company to ensure Brand awareness and expansion.

- Create or manage the creation of promotional and fundraising materials (digital and print) for entire organization.
- Design and deliver marketing activities that support Countryside including donor communications.
- Manage website, social media and marketing to ensure promotion of our Brand.
- Engage staff and Board to participate in messaging and marketing Countryside.

### **Skills Required**

- Creative, out-of-the-box thinker who can work fast
- Excellent computer and technology aptitude
- Experienced, organized and efficient database management
- Impeccable written and oral communication skills
- Prior, successful Marketing and fundraising experience preferred, but will consider entry-level candidate if you are naturally amazing 😊.
- Professionalism and confident interpersonal skills required.
- The ability to build and maintain relationships.
- Highly organized and self-propelled
- Team player who embodies our values that include not only a great place to work, but inclusiveness, kindness, integrity and respect for everyone.

This is a great opportunity to advance or launch your career with an exciting, 19-year-old nonprofit that is growing and expanding!

Compensation commensurate with experience. Good benefits package and a great workplace environment!

We are looking to fill this position immediately. Please send, via email only, a 1-page cover letter that includes why you'd like to work with Countryside, a 1-page resume and 2 professional references (that will be checked) to: Tracy Emrick, Executive Director of Countryside at [temrick@cvcountryside.org](mailto:temrick@cvcountryside.org)