



P.O. Box 4  
Sandy Hook, VA 23153

**Job Announcement:**  
**Virginia Farmers Market Association seeks Executive Director**

VAFMA's mission is to support farmers markets through education initiatives, while building opportunities for collaboration, networking, advocacy, and innovation that supports the growth and sustainability of farmers markets statewide.

**Title: Executive Director**  
**Status: Regular, part time, position**  
**Starting Salary: \$25,000–\$ 30,000 annually**

VAFMA is operating in an ever-changing environment in which there is increasing awareness of and pressure on environmental issues, sustainability, the urgency of protecting our small farms, and the health benefits of eating healthy local food. All of these concerns affect our business, and may be affected by the current political climate. We are a statewide organization with members located throughout the commonwealth. This position involves telecommuting, using online resources, conference calls, face-to-face interaction, and some travel.

We are looking for a dynamic, experienced leader to help shape and take us through our next period of growth. We seek someone with the skills and characteristics listed in the job description below.

The Executive Director is the central management leader of Virginia Farmers Market Association (VAFMA). The Executive Director is responsible for overseeing the administration, programs and strategic plan of the organization. Other key duties include fundraising, marketing, and community outreach. The position reports directly to the Board of Directors.

**GENERAL RESPONSIBILITIES:**

1) **Board Governance:** Works with board in order to fulfill the organization mission.

- Responsible for leading VAFMA in a manner that supports and guides the organization's mission as defined by the Board of Directors.
- Responsible for communicating effectively with the Board and providing all information necessary for the Board to function properly and to make informed decisions in a timely and accurate manner.



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**2) Financial Performance and Viability:** Develops resources sufficient to ensure the financial health of the organization.

- Responsible for the fiscal integrity of VAFMA, to include submission to the Board of a proposed annual budget and monthly financial statements, which accurately reflect the financial condition of the organization.
- Responsible for fiscal management operating within the approved budget, ensures maximum resource utilization, and maintenance of the organization in a positive financial position.
- Responsible for fundraising and developing other resources necessary to support VAFMA's mission.

**3) Organization Mission and Strategy:** Works with board, staff and volunteers to ensure that the mission is fulfilled through programs, strategic planning, and community outreach.

- Responsible for implementation of VAFMA's programs that carry out the organization's mission.
- Responsible for strategic planning to ensure that VAFMA can successfully fulfill its Mission into the future.
- Responsible for the enhancement of VAFMA's image by being active and visible in the community and by working closely with other professional, civic, and private organizations.

**4) Organization Operations.** Oversees and implements appropriate resources to ensure that the operations of the organization are appropriate.

- Responsible effective administration of VAFMA's operations.
- Works with the board in hiring and retention of competent, qualified staff.
- Works towards growing and retaining membership of the organization.
- Actively engage and energize VAFMA's volunteers, board members, event committees, alumni, partnering organizations, and funders.

#### **PROFESSIONAL QUALIFICATION AND SKILLS:**

- A bachelor's degree or equivalent professional experience.
- Three or more years nonprofit management experience.
- Budget management skills, including budget preparation, analysis, decision-making and reporting.



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- Strong organizational abilities including planning, delegating, program development and task facilitation.
- Ability to convey a vision of VAFMA's strategic future to staff, board, volunteers and donors.
- Knowledge of and experience with fundraising strategies and donor relations unique to nonprofit sector.
- Ability to develop relationships with key stakeholders.
- Ability to interface and engage diverse volunteer and donor groups.
- Professional public speaking ability; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills.
- Advanced written communication skills; the ability to conduct and write research reports.
- Self-starter, action-oriented, entrepreneurial, adaptable, and innovative approach to business planning.
- Passionate, idealistic, has integrity, positive attitude, mission-driven, and self-directed.
- Proficient in Microsoft Office Suite, web content management, Google Suite and Social Media.

To Apply: Please submit a detailed cover letter illustrating your passion for the mission of Virginia Farmers Market Association and why you would consider yourself a good fit; as well as names of three references and a resume to: [info@vafma.org](mailto:info@vafma.org) with "Executive Director Application" in the subject line by Friday March 16th at 5:00 PM. Or by mail to: VAFMA, ED Application P.O. Box 4, Sandy Hook, VA 23153