

**Massachusetts Avenue Project**  
**Development Director Job description**

**Position Title:** Development Director

**Organization Summary:** The mission of the Massachusetts Avenue Project (MAP) ([www.mass-ave.org](http://www.mass-ave.org)) is to nurture the growth of a diverse and equitable community food system to promote local economic opportunities, access to affordable nutritious food and social change education. MAP's Growing Green Program is a year-round youth development initiative that involves youth in solving Buffalo's challenges related to nutrition and healthy food access. The program trains urban youth in urban agriculture, food systems issues, microenterprise development and leadership. MAP values creativity and cooperative principles and team problem solving. MAP is currently building a new 11,000 sq. ft. Farmhouse and Community Food Training Center at our Urban Farm that will provide new development and enterprise opportunities.

**Position Summary:** As a key member of our team, the Development Director will have responsibility for comprehensive planning, development, management and execution of MAP's development/fundraising efforts. This individual will work closely with the Executive Director and the Board of Trustees to increase revenue through the personal solicitation of individuals, and the cultivation and solicitation of foundation and corporate support. The Development Director will be charged with expanding and diversifying MAP's donor base, and coordinating an annual fundraising, communications and marketing plan for the organization. The Development Director will work closely with the Executive Director and the Board of Directors and report to the Executive Director (ED).

**Essential Functions:**

- Create and lead a comprehensive fundraising program to solicit major donor giving, corporate and foundation support, thru direct mail, online fundraising, events and other initiatives to meet established organization fundraising goals.
- Manage relational development, including donor cultivation, solicitation and recognition.
- Coordinate organizational communications plan including social media strategy and production of marketing materials, including brochures, newsletters and annual reports
- Direct the maintenance and upgrades to the organizations website and public information communication to promote and expand the visibility of MAP's work in the community
- Support and work closely with the Development Committee of the Board to plan special events and assist with coordination of donor cultivation.
- Manage donor database and conduct periodic analysis of fundraising strategies. Work to improve the financial return of existing initiatives, identify and implement new fundraising vehicles, and increase the profitability of fundraising activities.

**Qualifications:**

- Three to five years experience in fundraising and marketing with non-profit organizations
- Outstanding relationship building skills and high comfort level to work effectively with the donors, and corporate and foundation executives
- Ability to work collaboratively in a team environment that includes staff and Board Members
- Excellent verbal and written communication and presentation skills
- Fluency with social media and experience with donor database software
- Flexible schedule; ability to work occasional evenings, weekdays, and weekends
- Bachelor's degree required; a relevant advanced degree preferred.

This is currently a half time position expected to transition to a full time position in May or June 2017.

**Interested candidates should send a cover letter and resume by March 31, 2017 to:**

Diane Picard at [dpnoc@mass-ave.org](mailto:dpnoc@mass-ave.org)