



Executive Director, KidsGardening.org

KidsGardening (KG) is one of the nation's leading online resource for school and youth gardening. Based in Burlington, VT, the organization creates opportunities for kids to learn through the garden, engaging their natural curiosity and wonder by providing inspiration, community, know-how, and resources. Garden-based learning creates a generation of kids connected to their food and community and engaged in nurturing a healthy planet. To meet the growing demand for youth gardening resources, KG is launching a new collaborative online platform in 2020 to increase access to youth gardening curriculum, funding opportunities, and to cultivate a national, interactive community of educators, garden leaders, and other stakeholders.

Overview

The Executive Director (ED) is responsible for advancing KG as the online hub for youth gardening nationwide. The ED oversees all of KG's activities, including strategic planning, fundraising, program execution, financial management, marketing and communications. In addition to possessing strong organizational leadership skills, the ED is the public face of the organization, regularly interacting with partner organizations, philanthropic audiences, KG stakeholders and the general public. This position will require travel. The ED reports directly to KG's Board of Directors.

Responsibilities

Strategic Planning

The ED oversees the creation and implementation of the organization's vision, mission, goals and strategies to achieve positive impact.

Fundraising

The ED works closely with the Board of Directors to ensure fundraising goals are set and met each year while growing the donor base. The ED recruits and stewards corporate sponsors and major donors to the organization through frequent meetings, events, and communications. They establish good working relationships and collaborative arrangements with national partners, community groups, funders, garden educators, key influencers, and other organizations to help achieve KG's goals.

Programs and Curriculum

The ED works closely with the Senior Education Specialist/Program Director to provide oversight of KG's existing programs, including managing strategic alliances with local and national organizations to distribute garden education curriculum, facilitate garden grant programs, and support the new collaborative online platform. The ED also provides oversight of curriculum and publications development and marketing.

External Relations

The ED is seen as a collaborative thought leader and advocate for the youth garden movement nationwide. The ED works closely with management staff to ensure KG is well represented in industry collaborations, media, and public relations. The ED helps maintain mutually-beneficial working relationships with other organizations, corporations, and private companies and individuals.

Operations and Finance

KidsGardening has a smart, motivated staff that enjoy a flexible, results-oriented workplace. The ED oversees organization operations and staff, currently 3.5 FTE employees. The ED is responsible for supporting this team and providing them the resources needed to excel in their roles. The ED fosters a collaborative work environment focused on learning and continuous improvement. The ED develops an annual budget and provides oversight of overall organizational finances, including regular reporting on the financial and operational health of the organization.

Marketing

The ED works closely with the Director of Marketing, overseeing the development of a marketing plan focused on key drivers of organizational success, including effective strategies that leverage the kidsgardening.org web site.

Board of Directors

The ED works collaboratively with the Board to achieve the goals and mission of the organization. The ED facilitates board and committee meetings in consultation with the Board Chair and Executive Committee. The ED maintains KG's calendar, including submitting required government filings and reports.

Preferred Qualifications

- National business and/or nonprofit management with proven record of creating and achieving goals and growing an organization
- Sales and/or fundraising experience, including major donor cultivation, membership development, individual donor programs, corporate sponsorships and special events
- Strong financial management experience and proven record of fiscal responsibility
- Strong commitment and passion for experiential education, gardening, environmental stewardship, children's health, and community building
- Innovative, with an understanding of (or strong desire to learn about) trends in the education landscape and challenges facing youth
- Experience with digital/online collaborative platforms
- Proven experience in strategic and communications planning
- Experience with and willingness to be in a hands-on working environment, with a wide range of responsibilities including marketing/public relations, program development and implementation, and financial management
- Demonstrated leadership ability and experience coordinating project development and implementation, involving multiple partners and/or participants
- Experience working with volunteer boards and other volunteers
- Ability to work successfully with diverse communities; Committed to supporting and promoting an inclusive environment
- Public speaking experience
- Successful record of working within a team environment with a wide variety of personalities, as well as independent thinking and self- motivation

To apply, please send cover letter and resume to employment@kidsgardening.org