



## POSITION DESCRIPTION

<b>Title:</b>	Development Director
<b>Reports To:</b>	Co-Executive Directors
<b>Location:</b>	Madison, WI
<b>Position Type:</b>	Full Time/Exempt (up to 20% remote)
<b>Salary:</b>	\$80,000-\$85,000/year depending on experience
<b>Benefits:</b>	30 days paid time off plus 10 paid holidays annually; flexible, family-friendly schedule; medical, dental, and vision insurance with Rooted covering 75% of the costs of the insurance package; 401k retirement plan; professional development opportunities; cell phone reimbursement; 4.5 day work week
<b>Start Date:</b>	1/6/25

### About Rooted

Rooted, formed in 2020, is an organization committed to connecting the community through food, land, and learning so that people can grow and thrive in healthy, equitable, and sustainable neighborhoods. We are committed to building racial equity and inclusion and dismantling racism in our communities, in our education and food systems, in the environment, and within our organization. Rooted brings together the North and South of Madison Wisconsin in accomplishing these goals through our three main sites, Troy Farm, the Madison School Farm, and Badger Rock Neighborhood Center and Urban Farm.

### Position Overview

The Development Director is a valuable member of our leadership team and is responsible for helping Rooted shape the vision, and secure the resources necessary to sustain Rooted's mission. This position manages and implements the annual fund development plan and associated strategic activities. This includes grant coordination, individual donor cultivation, corporate/organizational, and event planning. This role involves organizing various scales of fundraising initiatives, including major giving and planned giving fundraising strategies. A successful candidate for this role will have experience in nonprofit fundraising, and be committed to upholding Rooted's mission and values.

### Specific Duties and Responsibilities

As a nonprofit, Rooted is dependent on a diversified and successful fundraising plan. The Development Director manages, and implements the fundraising plan with the assistance of the Executive Leadership Team (ELT), the Marketing and Communications Manager, and the Board of Directors Development Committee. The Development Director holds some outreach responsibilities and works closely with the ELT to present a strong, positive image of Rooted programs, products, and services to relevant stakeholders. *The job responsibilities are as follows:*

#### Fundraising and Donor Relations – 70%

- Coordinate the implementation of a strategic, long-term fundraising plan, based on the values and direction expressed in Rooted's *Racial Equity Roadmap*
- Manage the fundraising plan on a day-to-day basis
- Conduct prospect research
- Maintain complete and accurate donor relations records and research notes
- Assist the ELT in developing and maintaining excellent relationships with grant funders, and both

private individual and corporate donors

- Coordinate all grant activities and assist with grant research, writing, and reporting in collaboration with the ELT and program directors
- Manage fundraising events with assistance from the Development Committee
- Lead direct mail/online fundraising efforts, supported by the Marketing and Communications Manager

#### **Community and Public Relations – 20%**

- With the Marketing and Communications Manager, coordinate the development of outreach materials (e-newsletter, displays, brochures, flyers, articles, press releases, website, background materials)
- Serve as a spokesperson for Rooted at site tours, events, media interviews, etc., as needed
- Communicate periodically with donors at all levels

#### **Administrative and Additional Responsibilities – 10%**

- Attend staff, board, committee, and other relevant meetings as necessary
- Staff Board of Directors Development Committee
- Interface with fund development, events, and communications committees as necessary
- Draft and present monthly development update for the Board of Directors, reporting on progress to goals
- Perform additional tasks as directed by the ELT

#### **Knowledge and Abilities**

*The Development Director has (a/the):*

- Minimum five years experience in nonprofit fundraising, including donor relations, grant writing and reporting
- Must have an established background in coordinating nonprofit donation strategies and staff/volunteer leadership
- Experience with capital campaign planning and implementation (preferred)
- Strong communication skills, including public speaking and writing
- Experience working with people of diverse backgrounds, including children, the elderly, and people of diverse cultures
- Experience with donor management software, especially *Little Green Light* (preferred, but not required).
- Familiarity with the Madison philanthropic community and local funders desired
- Experience in the areas of food justice and urban agriculture considered a plus

#### **Additional Information**

- Will need access to transportation for occasional local travel to meet with potential donors
- Work some weekend and evening hours
- An ability to speak multiple languages is desirable
- A criminal history background check will be conducted on the final candidate prior to beginning employment. A criminal background will not automatically eliminate you from consideration
- Candidates who may not meet every listed qualification are encouraged to apply and share the unique knowledge, skills, and experiences they would bring to the role.

#### **Equal Opportunity Employer**

Rooted is an equal opportunity employer. All applicants will be considered for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status. We strongly encourage applications from diverse applicants of all ages. Rooted is committed to providing employees with a work environment free of discrimination and harassment.

#### **How to Apply**

Please apply directly through BambooHR at <https://rootedwi.bamboohr.com/careers/40> or mail your cover letter and resume to:

Rooted c/o Hedi Rudd  
517 E Badger Road  
Madison, WI 53713

*Review of applications will begin right away and continue until the position is filled*