

## POSITION DESCRIPTION

**TITLE:** Development Coordinator

**REPORTS**

**TO:** Executive Director

**LOCATION:** Philadelphia, Pennsylvania  
[www.TheFoodTrust.org](http://www.TheFoodTrust.org)



## THE ORGANIZATION

The Food Trust, founded in 1992, grew out of a desire to bring affordable, nutritious, fresh fruits and vegetables to people in the inner city. Now in its second decade, The Trust's mission has expanded to ensure that everyone has access to affordable, nutritious food. With a 2004 budget of over \$4 million and 27 employees, The Food Trust is generally regarded as one of the leading organizations nationally with a focus on community food security and nutrition education. This dynamic, forward-thinking agency has grown at an average rate of 50% in each year of its existence.

The Food Trust is committed to increasing access to affordable, nutritious food, improving health through better nutrition, and supporting local farms and sustaining the environment. Those goals are being pursued through three major programs:

- The School Market Program supports student-owned and operated food stands at several schools in the Philadelphia, Norristown and Reading school districts. The program's goal is to empower students, educate them about nutrition and improve their diets and health.
- A Comprehensive School Nutrition Policy is being developed through a Trust-initiated task force which is working with the School District of Philadelphia to pilot a policy designed to change the school environment to one which supports healthy eating, increased physical activity, and a decreased prevalence of childhood obesity and diet-related diseases.
- The Trust's signature program, the Farmers' Market Program supports 17 weekly open-air markets, which provide a major sales outlet for small-scale agricultural producers in the mid-Atlantic region. At the markets, Trust staff members use interactive displays to provide nutritional information. The Trust helps coordinate a Farmers Market Nutrition Program that reaches out to at-risk seniors and low-income mothers and their children.

Integral to its programmatic initiatives, The Food Trust functions as an advocate linking private business with communities, especially those most negatively affected by limited access to a range of fresh and nutritious foods. In this capacity, The Food Trust supports the Food

Marketing Task Force, the Farm Fresh Package in partnership with SHARE, and the Corner Store Campaign, which seeks to improve snack food choices in corner stores. In collaboration with Greensgrow, The Food Trust convenes the Farmers' Market Alliance, an affiliation of diverse organizations in Southeast Pennsylvania working together to develop strategies to increase political and economic support for farmers' markets, and leverage public policy changes to improve the viability of small family farms. The Trust also sponsors the Mid Atlantic Food and Farm Coalition and the annual Future of Our Food and Farms Summit. In addition, the Trust supports a social marketing effort and is undertaking a public education and advocacy campaign in order to direct greater attention to the severe nutritional gaps faced by low-income residents of Philadelphia.

Primary funding for the Trust's initiatives is through the PA Nutrition Education Program, part of the USDA's Food Stamp Program, USDA SARE, the Pennsylvania Department of Agriculture, the Claneil Foundation, William Penn Foundation and the Robert Wood Johnson Foundation. In addition, through a partnership with the University of Pennsylvania, a three-year grant has been provided by the Center for Disease Control to evaluate the impact of the school nutrition policy initiative on childhood obesity, thus validating the Trust's community-based interventions and ultimately supporting changes in public policy.

## **THE POSITION**

The Development Coordinator will be responsible for directing and implementing the Trust's development program, working with key program staff and Board members to raise funds to support existing Trust programs and develop new sources of funding to support new and expanded programs. This staff person will conduct development research and outreach, working closely with the communications staff and the Executive Director. The Coordinator will write and edit fundraising materials, work with the communications staff to build partnerships with local corporations through sponsorships and events, work with staff involved in government relations to secure government funds, and carry out individual fundraising, including direct mail solicitations. The staff person will work with grants management staff to ensure that outcomes and reports are produced, finance staff to establish roles, responsibilities, and coordinate the flow of information, and the Director of Research and Evaluation to provide all necessary research and evaluation information.

The Development Coordinator will do the following.

- Research and write development proposals, applications and grant reports for foundations and government agencies
- Write and oversee direct mail and individual fundraising campaigns
- Develop and maintain relationships with funders
- Develop a grants management system that integrates development, finance/administration, and program staff in the flow and management of information
- Develop cost schedule of recurring costs and staff allocations table
- Create award letter/contract binder for quick access to key information
- Create key indicators/outcomes list for open grants

- Discuss program needs/wants with program managers to match with funding research/requests
- Develop in-house policy/procedure for grants application process
- Help plan corporate sponsorship packages
- Help produce newsletters
- Help plan special events with communications staff
- Maintain grants files

### **KEY ATTRIBUTES**

- The ability to work with others in a collegial environment to implement the organization's vision.
- One or more years experience in development, marketing or a related field; a demonstrated track record of success.
- A bachelor's degree in development, marketing or a related field.
- A working knowledge of finance/accounting.
- Team building skills and the ability to encourage innovative thinking about problems, opportunities, and situations.
- Outstanding written and verbal communication skills.
- An ability to forge relationships with key contacts.
- Strong organizational skills.
- A working knowledge of computers and the Internet.
- The ideal candidate will have the following personal characteristics: unquestioned integrity; personal stature; a passion for excellence; a high energy level; a sense of urgency; excellent listening skills; persuasive communications skills; an entrepreneurial spirit; a sense of humor; an open mind; a candid manner; a commitment to The Food Trust's mission.

People of color especially encouraged to apply.

SALARY: Very competitive, based on experience.

### **TO APPLY:**

E-mail your résumé and cover letter to [contact@thefoodtrust.org](mailto:contact@thefoodtrust.org) or fax to 215-568-0882. Please reference "Development Coordinator" in the subject line. Please do not call.