

TITLE: Director of Economic Development

LOCATION: Fully Remote, includes travel throughout the US

EMPLOYMENT TYPE/HOURS: Full Time, salaried .8 FTE (32 hrs/week)

REPORTS TO: Executive Director

COMPENSATION: \$75,000-\$85,000 DOE. Benefits include flexible work schedule, Unlimited PTO, \$500/mo health and dental stipend.

REQUIREMENTS: Requires use of your own car, phone and office equipment

TIMELINE: Initial review of applications will begin April 27, 2023. Position is open until filled.

Initial application deadline is Sunday, April 30, 2023.

START DATE: As early as May 15, 2023

## **ORGANIZATION BACKGROUND**

*Our mission is to heal people and the planet through agriculture. We advance the adoption of Biodynamic practices among growers, and work to bring together producers, consumers, advocates, and policy makers to create a thriving, equitable agricultural system that nurtures and supports the wellbeing of communities economically, environmentally and spiritually.*

Biodynamic agriculture holds the key to solving many of the issues facing our world today -- from climate change to water scarcity, social injustice and the social-emotional well-being of people and communities. By incorporating diversity, equity, inclusion, and justice practices as keystones, the Alliance works alongside all farmers, food entrepreneurs, and enthusiasts that share the goal of growing resilient, equitable, inclusive, and just food economies and systems. More information about the organization can be found at [www.biodynamicdemeteralliance.org](http://www.biodynamicdemeteralliance.org).

The organization is composed of three spheres: Certification, Culture and Economic Development. The Director of Economic Development will lead the Economic sphere, reporting to and working closely with the Executive Director to develop and implement programs that support the economic well-being of Biodynamic farmers and farmworkers, as well as the surrounding communities. The principles of associative economics form the foundation of the strategic direction of the Biodynamic Demeter Alliance and the Director of Economic Development will work in collaboration with the Economic Advisory Council to implement these principles in the programs and active work of the economic sphere.

### **Commitment to Equity, Anti-racism, and a Culture of Care**

The Biodynamic Demeter Alliance is committed to engaging in an ongoing learning process around privilege, power, inequality and systems of oppression, and to using our organizational power to be an agent of positive change. The Alliance works to lift up the voices and knowledge of Black, Indigenous, and People of Color in order to become a more equitable, diverse and anti-racist organization, and to transform the field of agriculture.

Our organizational culture is highly collaborative, and the contributions and perspectives of all staff members are valued and appreciated. The Biodynamic Demeter Alliance staff and

board have a high degree of alignment in our work to center equity in agriculture, and we are constantly striving to learn, grow, and evolve as people and as an organization. We practice a culture of care and honor each other as whole people. Because everyone at the Alliance works remotely, our work environment also requires a high level of independence, communication, and personal and professional accountability

## **JOB SUMMARY**

The Director of Economic Development will lead the economic sphere of the Alliance, one of three spheres that includes Demeter (certification) and Culture, as well as Economics. All three spheres work collaboratively together to meet the mission and goals of the Alliance, with the leads of each sphere reporting to the Executive Director. The Director of Economic Development will focus in four primary areas:

1. Building the voice of Biodynamics in the marketplace. This will be via the media and social media as well as in-person, identifying engaging producer spokespeople for Biodynamics and enlisting their support to serve as presenters at conferences and in the media. In addition, economic sphere staff will work in collaboration with the Cultural sphere staff to build more grassroots support for and knowledge of Biodynamics and the concepts of Associative Economics.
2. Building the economic viability of Biodynamic farming by working with communities and producers to develop income streams for farmers to earn an income not only from the products they grow, but also from the ecosystem services they provide. Included in this effort to increase economic viability is identifying the potential for developing an online marketplace for Biodynamic products.
3. The economic development and support of a network of Biodynamic hubs. The development of the hubs would be a collaborative effort across all three spheres as well as with the local/regional Biodynamic community. Developing the hubs will include technical assistance and training in Biodynamic practices, consumer engagement and community advocacy (provided by local groups and supported via the cultural sphere), as well as Demeter certification. A key role of the Director for Economic Development will be supporting and facilitating conversations around opportunities for creating a resilient economy based on Associative Economic principles. The Director of Economic Development is responsible for supporting the economic development of the individual hubs by working with local and regional farms and businesses to facilitate networking, and identify gaps and infrastructure needs. Regional economic development may be further supported via the creation of an online Biodynamic marketplace. The Director of Economic Development will lead the establishment of the tools and resources that help to build relationships between producers and buyers, both in B2B sales as well as B2C direct sales. Core to the responsibilities of the role is to successfully build the Biodynamic Demeter brand via a national communications and marketing campaign.
4. Building relationships, brand partnerships, sponsorships, fee for service programs and other income streams both via traditional fundraising avenues such as grants and sponsorships, as well as creative income streams, such as brand partnerships, developing fee for service programs and other innovative ideas that help to support work across the whole organization.

## HOW YOU WILL SPEND YOUR TIME

### Economic Development - 10%

- Work to support the economic development of regional Biodynamic hubs, bringing together farmers, processors, consumers and community groups to facilitate discussions to better support primary production that cares for the environment as well as farmers and consumers. Work will include supporting networking opportunities, communicating with local producers to identify needs and connecting with a range of agencies, institutions and individuals to help create successful, thriving, just food systems that revitalize communities and build climate resilience.

### Fundraising and Organizational Development - 30%

- Build Brand Partnerships, secure sponsorships, identify foundation funders and help to write and submit grant proposals to help fund the work of the organization in general and the economic development work specifically.
- Help to develop creative income streams via earned income, either as fees for service or other income generating strategies.

### Market Development -25%

- Build relationships with Demeter certified producers, becoming familiar with their products, needs, sales goals and outlets.
- Help to create market connections and relationships by helping to lead the development of a Biodynamic Showcase at the national Biodynamic Conference.
- Track market needs and successes and work to create a strong online presence for Biodynamics.

### Marketing and Communications - 25%

- Help to build the Biodynamic and Demeter brand nationally
- Develop and implement a successful, engaging national and regional marketing and communication plan to promote Biodynamic agriculture and Demeter products.
- Identify and engage effective spokespeople to help promote Biodynamic agriculture and Demeter products.
- Attend national and regional agricultural conferences and trade shows to promote Biodynamic agriculture and Demeter products.

## WHO YOU ARE

As a successful candidate, you are committed to elevating, amplifying and activating the Biodynamic movement, and you are excited to contribute positively to our inclusive work culture. You have a background in economic development and organic/regenerative agriculture. You have experience in fundraising, marketing and brand development and you are committed to creating a responsible, just, equitable and diverse food system that cares for people as well as the natural environment . You are business savvy and have extensive community leadership experience. You are a team player and also excited about helping to

build relationships in the community. You are passionate about getting people involved with our mission and the Biodynamic Movement.

### **WHAT YOU BRING TO THE TABLE**

- A passion for the planet and its people.
- 10-15 years of work experience in agricultural systems, business development and/or community economic development. MBA preferred.
- Knowledgeable about sustainability, environmental issues, agriculture and/or social justice.
- Ability to successfully develop and manage project and department budgets.
- Ability to thrive in a remote work environment while working effectively as part of a remote team.
- Experience in raising resources, brand partnership building and building a successful team
- Proficiency in Microsoft Office suite and Google Drive, working knowledge of Asana (or other project management platform) and CiviCRM (or other customer relations management tool).
- Ability to manage multiple projects simultaneously in an efficient and resourceful manner.
- Ability to manage processes performed by others by being proactive about communicating deadlines, monitoring progress, and providing reminders when helpful.
- A mind for systems and strategy with a strong sense for prioritization, organization and follow through.
- Ability to effectively research, identify, and evaluate community or business development opportunities.
- Excellent writing and communication skills.
- A strong knowledge of and successful track record in social media campaigns and communication, with experience using all of the major platforms, including Facebook, Instagram, LinkedIn and TikTok.
- Proficiency in adapting to new software and communications tools.
- The ability to work collaboratively across departments, as well as to self-start and work independently.
- Outstanding judgment, discretion and decision-making skills.
- An openness to feedback, the willingness to take on challenges with an ambition to grow and learn, and the ability to quickly provide alternative solutions/ideas
- The ability to adapt to changing and shifting requirements quickly in a fast-paced, multicultural environment.
- A strong interest in biodynamics and/or regenerative agriculture.
- A strong understanding of diversity, equity, and inclusion, the ability to centralize DEI in your work, and a willingness to continually explore new perspectives.
- Proficiency in Spanish a plus.

The Biodynamic Demeter Alliance values a diverse workplace and strongly encourages women, people of color, LGBTQ+ individuals, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply. The Alliance is an equal opportunity employer. Applicants will not be discriminated against because of race, color, creed, sex, sexual orientation, gender identity or expression, age, religion, national origin, citizenship status, disability, ancestry, marital status, veteran status, medical condition or any protected category prohibited by local, state or federal laws.

To apply, please submit your cover letter and resume through our [Application Google Form](#). We will respond to applications after April 27.