Purple Asparagus Position Description

Job Title: Director of Mission Advancement (also known as Cultivation Spear)
Status: Full-Time
Reports to: CEO (also known as Head Spear)

Description

The Director of Mission Advancement will spearhead organization-wide development efforts by working closely with the CEO, the Director of Education and Programs (also known as the Adventure Spear), and the Board of Directors to execute an annual development strategy that focuses on maintaining individual donor base while growing corporate engagement and foundation support. The Director of Mission Advancement will also substantially support our fundraising events and any donor/volunteer appreciation events.

Responsibilities

- Work closely with the CEO and Board of Directors to develop and implement an annual mission advancement plan that outlines monetary and activity goals for all areas of support, including annual giving, major gifts, planned giving, corporate and foundation support, and special events
- Serve as the lead solicitor for the organization, working closely with the CEO and Board of Directors to develop an active solicitation program
- Lead donor lifecycle management efforts, including, managing the donor database, Little Green Light, and executing gift tracking and acknowledgments
- Design and execute fundraising appeals.
- Manage and execute annual mailings including year-in-review report and holiday cards
- Substantially assist with annual fundraising event preparation, planning, promotion, and execution.
- Develop event sponsorship strategy and materials, manage outreach efforts, and track sponsor benefit fulfillment and draft fulfillment reports.
- Manage grant application efforts including researching grant opportunities and tracking grant submissions and reports
- Identify opportunities, institutional capacities, and resources for enhancing relationships with philanthropic, community and political leaders
- Provide staff support to the Board of Directors and manage their solicitation activities
- Staff the Development Committee of the Board of Directors and sit on the Marketing Committee
- Work closely with the Board’s Communications Chair to establish a comprehensive communication strategy—particularly as it relates to corporate and individual relations
● Work closely with the Director of Education and Programs to leverage parent body for volunteers, donor prospect and advocacy
● Create and staff high-level cultivation and stewardship events

Competencies

● Outstanding interpersonal and communications skills characterized by the ability to listen, to speak, and to write well.
● Independent motivation, goal-orientation, and a track record of personal initiative.
● Willingness and ability to work some evenings and weekends.
● Acute attention to detail and follow-up and excellent organizational skills.
● Ability to work collegially and collaboratively in a team setting.
● Professional demeanor, including tact, discretion, and a customer service-oriented approach to all interactions.
● Ability to manage multiple high-priority requests simultaneously.
● Exceptional work ethic.
● Interest in helping others achieve their goals.
● Curiosity and eagerness to learn.

Preferred Qualifications

Education: Bachelor's degree

Experience
● A minimum of five years of experience in nonprofit management, development, marketing, public relations, sales or similar professional work experience.
● Experience working with database management.
● Proven experience in leading projects.
● Experience leading a team or developing and coaching staff.
● Familiarity with fundraising strategies and donor lifecycle management.

Required Documents

● Cover Letter
● Resume

Purple Asparagus is an Affirmative Action/Equal Opportunity/Disabled/Veterans Employer and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, national or ethnic origin, age, status as an individual with a disability, protected veteran status, genetic information, or other protected classes under the law.
Salary Range: $45,000 to $55,000 without benefits. However, our board is embarking on a capacity building campaign to implement some benefit package in the near future.

How To Apply

- Interested candidates should send a cover letter and resume to Melissa Graham at admin [at] purpleasparagus [dot] com.
- We request that applicants do not contact Purple Asparagus regarding the status of their application.

About Purple Asparagus

Purple Asparagus educates children, families and the community about eating that’s good for the body and the planet. Through exploration and discovery, we inspire a lasting love of delicious nutritious foods. Purple Asparagus envisions a world where every child, every family, and every community enjoys good health and a healthy planet through a diet high in fruits, vegetables, and whole grains.

We provide education and inspiration for those in our community with access to delicious and nutritious foods to help them make better choices and explore the exciting world of healthy eating. We advocate for those in our community without access to delicious and nutritious foods and fight for the access, equity and opportunity for every individual to live a delicious nutritious life.

Just as we celebrate the amazing diversity of flavors, textures, tastes, and colors in the fruits and vegetables we teach children and families about eating every day, we celebrate the diversity of the people in our community, today and every day.

Purple Asparagus is changing the future …one bite at a time, for everyone.

Since 2011, Purple Asparagus’ award-winning flagship program, Delicious Nutritious Adventures, has brought healthy foods to life for tens of thousands of elementary school children in Chicagoland schools. Delicious Nutritious Adventures take place each month in the classroom during the school day and are taught by trained staff and volunteers. During the program, students explore a new healthy ingredient by learning about it, tasting it and finally cooking with it.

In the 2017-18 school year, over 1,200 students in 17 Chicagoland schools will receive Purple Asparagus’ nutrition education program, Delicious Nutritious Adventures. Over 75% of participants come from low-income families and are 82% non-white. Across all programming,
Purple Asparagus serves over 2,600 Chicagoland children and over 400 families. At the grassroots level, Purple Asparagus works with individual students to expand their food horizons. At the broadest level, we fight against obesity, a national epidemic that affects nearly 1 in 5 school age children and young people.

The University of Chicago’s Center for Elementary Math and Science Education conducted an evaluation of Purple Asparagus’ Delicious Nutritious Adventures and concluded that more than half (57%) of parents agreed that their child ate more fruit after the program, and a large percentage (44%) also agreed their child ate more vegetables. It also found that the majority of parents (76%) prepared one or more Purple Asparagus recipes, and that most (66%) were inspired by their child’s enthusiasm for healthy foods to cook other recipes at home. In 2017-18 survey done internally, 76% percent of parents reported that their children were eating more fruits and 67% more vegetables.

Purple Asparagus is a Chicago Public Schools certified Food and Fitness Partner and has received numerous accolades for its work including the Chicago Tribune Good Eating Award, the International Association of Culinary Professionals’ Culinary Youth Advocate Award, and the Chicago Children’s Empowerment Award. The organization was also a key partner in Chicago Chefs Move to Schools of the White House's Let's Move initiative.

Purple Asparagus' Board of Directors is made up of ten members with expertise in law, finance, accounting, technology, operations, communications, and strategic marketing. Most directors chair organizational committees and all are involved with key organizational projects. Purple Asparagus also has two University of Chicago Booth Board Fellows who serve on the board as non-voting members.

For more information, please visit https://purpleasparagus.org/