

Portland Farmers Market
Executive Director Job Description
2021



Reports To: Board of Directors
FLSA Status: Exempt
Full-time, year round

Overview:

The Executive Director provides leadership in the implementation of the Portland Farmers Market's vision, mission, values, goals and programs. Key areas of responsibility include long-range strategic planning and annual updates, board relations and communication, organizational management, resource development, budget and financial management, marketing, community relations, advocacy, and diversity, equity, and inclusion (DEI).

ESSENTIAL JOB FUNCTIONS:

Long-range Strategic Planning and Annual Updates

- In collaboration with Board and staff develop long-range (3 – 5 years) strategic plans.
- Set organization strategy with an equity lens - embrace diversity and inclusion as a strategic and moral imperative in long range planning.
- Prepare annual reports and updates on strategic plan performance based on achievement of goals and strategic priorities.
- Prepare budgets and operational activities for annual planning purposes.
- Create long-term financial scenarios based on long-range plan options.

Board Relations and Communication

- Establish and maintain regular and clear communications with Board members on policy and program issues.
- Provide the Board with the information to understand the changing marketplace and develop proposals to take advantage of these changes to advance the organization's mission. Anticipate needs and provide thorough evaluation of opportunities and challenges.
- Provide input and information on policy issues facing the organization for Board feedback and/or approval.
- Assist the Board with development activities including Board member recruitment, orientation, training, evaluation and recognition.
- Assure adequate staff support for the Board member activities and committees.
- Report at least monthly to the Board on the organization's financial status and operations.

Organizational Management

- In coordination with Operation Director, provide leadership to ensure that market operations are of highest quality. This includes developing the systems, procedures and staffing necessary to ensure that the markets run efficiently.
- Assess the organization's insurance risks and secure appropriate coverage.
- Carefully negotiate written agreements with site lease holders, sponsors and partners to protect PFM and ensure fairness and consistency in PFM's relations.
- Ensure compliance and appropriate reporting in accordance with grants, contracts and local, state and federal laws.
- Foster healthy communication throughout the organization (staff, Board, vendors and community) by creating a climate of trust and open, honest, and respectful communication.
- Develop annual work plan for organization derived from annual update of strategic plan. Present to Board.
- Ensure the hiring, onboarding, supervising, development, and evaluation of all paid staff and volunteers to meet organizational goals and outcomes.

Resource Development

- Secure long-term and occasional sponsors based on annual financial targets and alignment with PFM purpose. Creatively negotiate relationships to meet sponsors' needs and maintain PFM's integrity.
- Determine and project fee structure for vendors that attracts vendors and meets PFM's income needs.
- Write grant proposals for government and private foundations as needed and opportunity allows.

Budget and Financial Management

- In coordination with Accounting Manager, work closely with the Board Finance Committee on all budget and finance related issues. Report to them at least monthly.
- Ensure an adequate reserve fund as defined by policy to provide financial stability and advance the organization's mission.
- Ensure compliance with the organization's fiscal policies.
- Develop and monitor annual budgets based on the agreed upon strategic objectives for the coming year.
- Ensure the development of monthly financial statements which are reviewed by the Finance Committee before being reviewed/approved by the Board.
- Lead a comprehensive approach to integrating diversity, equity, and inclusion into fiscal decisions.

Marketing, Community Relations, Advocacy

- Ensure strategic management of PFM brand, reputation and brand assets.
- Act as the spokesperson and public relations official for PFM including written, audio and visual publications and media appearances.

- Lead team of staff, volunteers and paid consultants to ensure that PFM's key messages are based on market/shopper data, well-crafted to influence public behavior and distributed appropriately via paid, owned and earned mediums.
- Develop and execute an annual marketing/communications plan to attract customers and supporters and to create a clear identity for the Portland Farmers Market with policy makers and the larger public.
- Stay engaged and updated on industry trends for farmers markets, food systems, agriculture, small business development, nonprofit management and related movements.
- Monitor policy developments at the local, state and national levels; determine the organization's participation in advocacy efforts.
- Develop and maintain cooperative relationships with community groups, educational institutions, food-related groups and media outlets.
- Maintain beneficial relations with policy makers, lease holders, influencers and other partners.
- Establish and maintain relationships with community organizers and activists who are working to dismantle inequities from the ground within our region.
- Maintain a close partnership with Farmers Market Fund (FMF), PFM's sister 501(c)3 organization dedicated to ensuring that all Oregonians have access to farmers markets, regardless of income.
- Ensure a mutually beneficial relationship with FMF which supports the community and local farmers. Attend FMF board meetings as an ex-officio member.

Diversity, Equity, and Inclusion (DEI)

- Use a results-oriented mindset to build strategies and implement DEI initiatives throughout PFM including employee and volunteer recruitment, employee and volunteer onboarding and engagement, vendor selections, board recruitment and selection, and community outreach/support.
- Possess knowledge of systems of oppression, power, and privilege and maintain awareness of cycles of discrimination and structural inequities based on race, place, and class.
- Invest time, resources, and focus in the neighborhoods and communities that PFM serves.
- Provide and promote access to local, nutritious food in communities throughout Portland, including those impacted by injustice, oppression, and poverty.
- Facilitate internal and external community collaborations and partnerships that support DEI initiatives.
- Effectively engage with diverse groups of people and express empathy and compassion while listening.
- Coordinate DEI education and training for employees, volunteers, and board members.