

Executive Director, Real Food for Kids - Montgomery

Real Food for Kids – Montgomery (RFKM) is a grassroots, parent and student advocacy organization working for whole, real, local, sustainable and nutrient-rich foods in the Montgomery County Public Schools (MCPS) in Maryland. It was founded in 2012 and has had a full-time Executive Director (who was the organization’s co-founder) since 2015. RFKM is also the coordinator of the Healthy School Food Maryland (HSFMD) coalition, which produces the School Food Environment Grades for all 24 public school districts in the state of Maryland each year.

The Executive Director is the sole regular, full-time employee of RFKM. To help with this work, 1-3 interns are typically recruited each term (36-45 hours of help) to handle social media, newsletter creation, grants research and initial grant applications, web site maintenance, School Food Environment Grades research and other administrative tasks. The Board of Directors’ committees also help with some of the duties below.

Duties

Advocacy

- Maintain collaborative relationships with Food Service Director, Chief Operating Officer and Board of Education members in MCPS. Meet regularly and maintain open lines of communication with Food Service Director.
- Create and administer yearly member priorities survey and its analysis.
- Lead advocacy campaigns at the district level.
- In conjunction with the Board, coordinate yearly strategy retreats.
- Produce School Food Environment Grades rubrics for 24 counties in Maryland.
- Attend MCPS Wellness Committee meetings and Eat Well, Be Active Partnership meetings.
- Recruit school representatives from new schools. Conduct twice yearly school representative trainings.
- Answer emails from representatives, present at PTA meetings upon request and work with school representatives in the production and analysis of individual school food surveys.

Fundraising

- Research and apply for grant funding.
- Conduct online member fundraising campaigns.
- Create and maintain relationships with major donors and potential major donors.
- Make sure that all donations receive proper acknowledgment.

Administration

- Recruit new Board members.
- In conjunction with the Board, develop new organizational policies.
- Manage Advisory Board.
- Oversee all HR functions, including advertising vacancies for interns and employees, contacting and interviewing applicants, and direct supervision of employees and interns.

- Oversee all financial reporting and tracking in conjunction with bookkeeper, producing budgets and financial reports for grants, Board, and fiscal sponsor's Board and making sure that all expenditures are in line with approved budget. Maintain cash projection for Board to review and to ensure adequate cash flow.
- Work with meeting facilitator and secretary to prepare agendas for monthly Board meetings during school year.

Communications, Membership and Outreach

- Conduct outreach to and respond to inquiries from the media, membership and general public.
- Oversee all technology, including web sites for both RFKM and HSFMD and MS Access member database.
- Create RFKM e-newsletter every 3-4 weeks. Create periodic HSFMD newsletters.
- Table at relevant events, collect contact information from new supporters and upload to database and online marketing program (Vertical Response).

Events

- Organize and recruit chef sponsors and corporate sponsors for yearly Real Food Festival in fall in conjunction with Fundraising and Events Committee.
- Conduct additional yearly fundraiser (silent auction historically) in spring.

Required Qualifications

- Bachelor's degree and 5 years work experience
- Committed to the priorities of Real Food for Kids – Montgomery and its members
- Ability to manage volunteer boards, interns and volunteers and delegate tasks
- Knowledgeable about nutrition and equity and/or public health either through education, work experience or personal study and research
- Professional experience in either fundraising and development, event planning and execution or policy advocacy
- Experience in reading and producing budgets and financial reports
- Excellent writing, public speaking skills and interpersonal communication skills
- Excellent organizational skills
- Able to work on multiple projects simultaneously
- Strong attention to detail
- Able to attend evening (2x/month) and weekend (1-2x/month) meetings and other events
- Tech savvy and able to use Microsoft Office products with ease, including MS Word, Excel, Publisher and Power Point

Desired Qualifications

- Master's Degree
- A current parent of a student in the Montgomery County Public Schools

- Professional experience in fundraising and development, event planning and execution and policy advocacy
- A Bachelor's, Master's or Doctoral degree in nutrition, dietetics, food studies or public health
- Past non-profit work or volunteer experience, especially in a school district
- Experience creating and conducting survey-based research
- Experience with member databases
- Experience with online email marketing programs
- Experience with social media in a professional context
- Experience with web site creation and maintenance
- Have own PC laptop with Microsoft Office Pro, including MS Access

Hours: 40 hours a week (including 1 hour/day for lunch); 2-3 days of which may be done from home

Leave: 6 weeks/year + 10 federal holidays + 10 sick days

Retirement: 5% of salary for employee to put towards a personal individual retirement plan

Salary + Health Reimbursement Account: \$50,000/year to be divided up at employee's discretion

To apply, please send a resume or CV and cover letter to realfoodmcps@gmail.com by July 5, 2018 (applications will be considered on a rolling basis, however). Anticipated start date: July 22, 2018. Please only apply if you are prepared to accept the job at the current salary.