



## A GREENER WORLD

### A Greener World Seeks Development Manager

**About the job:** *Immediate opening for a high-impact professional at respected international non-profit empowering sustainable solutions in agriculture. At a Greener World, we are looking for self-motivated problem-solvers with the ability to work with a remote team across multiple projects and regions. As a part of A Greener World's marketing team, you will be expected to identify and implement creative digital strategies for content and digital media platforms to increase donor support. You will work with staff across the country and internationally, and will have immediate responsibility and accountability.*

Candidates should have a love of fundraising and experience in the sustainability landscape, strong communication skills, and the ability to adapt quickly to a fast-paced non-profit environment. We're looking for strong team players who appreciate diverse experiences and backgrounds, and are excited to join a nimble, globally active organization inspiring real and positive change. AGW is headquartered in Terrebonne, Oregon with a global team; this is a remote position requiring communication via email, phone and video conferencing with a team across the U.S. and the globe. The position is full-time with generous benefits (including paid time off, medical and dental coverage and 401(k)), with a starting salary range between \$55,000 – \$65,000 with opportunities for growth and professional development support.

**The day-to-day:** The Development Manager will lead A Greener World's digital fundraising strategy and execution across our email, social media, SMS, and web platforms. They will also increase foundation support through grant proposals. Reporting to the Executive Director, they'll work closely with members of the marketing department to develop compelling, timely, and factual asks to ensure we have the resources to support our organization's vital work delivering sustainable solutions in food and farming. The ideal candidate for this role is someone with enthusiasm for and expertise in grassroots and peer-to-peer fundraising, major donor asks, and grant writing and management. They'll have experience raising online donations where small-dollar gifts are an essential part of the organization's annual budget, a mind for testing and analytics and an eagerness to learn A Greener World's voice and refine our approach to fundraising.

#### Key responsibilities:

- Developing and executing a comprehensive, digital fundraising strategy across multiple platforms that engages new and existing email subscribers, converts prospects, and retains donors to increase revenue.
- Increasing foundation support through researching, writing and submitting grants and annual reports, in coordination with the Executive Director.



- Donor relationship management and stewardship; responsible for acknowledgements, receipts and appreciations, including via telephone.
- Analyzing digital fundraising trends, as well as identifying opportunities to engage donors in effective and innovative direct fundraising strategies.
- Identifying and implementing creative digital strategies and make data-driven recommendations for content and digital media tools to increase conversions and engagement.
- Expanding and maintaining an active and engaged contact list: draft communications, manage targeted distribution groups, create online forms, landing pages, report on metrics, and when appropriate, execute paid acquisition campaigns.
- Optimizing web-based fundraising efforts through effective management of online donation tools and third-party platforms, facilitating donor retention and stewardship.
- Contributing to A Greener World's public social media platforms in support of AGW's fundraising, marketing, and communication efforts.
- Fulfilling other duties as assigned, such as assisting with editing and content review.

**Education background and experience:**

- Demonstrated experience in fundraising, including both peer-to-peer campaigns and grant funding (existing networks in the sustainability and/or animal welfare space is a plus)
- Experience with Kindful or other CRM
- Minimum three years' experience in communications and digital media, preferably in a non-profit setting
- Bachelor's degree in Communications, Marketing or related field, or comparable experience and demonstrated ability
- Experience maintaining and managing organizational social networking accounts in coordination with campaign online communications and strategy (Facebook, Twitter, Instagram, etc.)
- Proficiency with email marketing platforms and project management
- Experience writing editorial content for a brand, organization or established voice
- Basic proficiency in Microsoft Office Suite

**We have an incredible story, and need your help to share it**

**How to Apply:** Send cover letter, resume, salary requirements, references and at least one AGW fundraising campaign concept with sample social post (any platform, your choice) to: [jobs@agreenerworld.org](mailto:jobs@agreenerworld.org). Please list "Development Manager" in the email subject line. Thank you and we look forward to reviewing your application.

## About A Greener World

A Greener World (AGW) identifies, audits, certifies and promotes practical, sustainable farming systems by supporting farmers and ranchers and informing consumers. AGW's growing family of trusted certifications includes [Certified Animal Welfare Approved by AGW](#), [Salmon Welfare Certified by AGW](#), [Certified Grassfed by AGW](#), [Certified Regenerative by AGW](#) and [Certified Non-GMO by AGW](#). Each program is designed to have positive and measurable impacts on the environment, society and animals, and to encourage truly sustainable farming practices. AGW's standards and procedures are robust, transparent and achievable.

A nonprofit funded by donations, AGW offers a range of resources to help people make informed food choices, including an [Online Directory](#) of certified farms and products and [Food Labels Exposed](#)--a definitive guide to food label claims (available in print and online). For more information visit [agreenerworld.org](http://agreenerworld.org).

*A Greener World is an equal opportunity employer. We strongly encourage and seek applications from women, people of color, including bilingual and bicultural individuals, as well as members of the lesbian, gay, bisexual, and transgender communities. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, or medical condition. Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. Please advise in writing of special needs at the time of application.*