



## **Agricultural Institute of Marin CEO Job Announcement**

Agricultural Institute of Marin (AIM) is seeking a dynamic, resourceful, and entrepreneurial CEO. The CEO should have the desire and capability to help strengthen and grow AIM's programmatic capacity consistent with the organization's mission to educate the public about the nutritional and economic benefits of buying locally grown food directly from farmers, and to connect and support communities and agriculture.

### **ABOUT AIM**

AIM's first farmers market opened in 1983 at the Marin Civic Center in San Rafael, which is now the third largest farmer's market in California. With the goal of supporting regional sustainable producers by providing them with direct access to consumers, AIM currently manages seven Certified Farmers Markets in the Bay Area and represents over 300 family farms, specialty food purveyors, and artisans. AIM is committed to quality over quantity when it comes to farmers markets and is working diligently to build the most productive markets that best reflect the communities our market participants serve.

AIM's market-based educational programs engage thousands of children and adults each year. AIM believes the success of the small family farm depends on eaters who understand the value and joys of local agriculture.

In addition to uniting farmers and communities, AIM is in the process of a capital campaign to build a public Market Hall and canopy dedicated to local agriculture. The Market Hall will serve as a community hub where local farmers, ranchers, specialty food purveyors, artisans, agricultural organizations and the public will come together under one roof.

### **ABOUT THE OPPORTUNITY**

Reporting to the Board of Directors (Board), the CEO will be deeply committed to AIM's vision and mission. The CEO will collaborate with the Board to further develop and implement a strategic plan, and will formulate practical and achievable steps designed for organizational sustainability and programmatic growth. AIM is actively working on a Market Hall project and leading this effort will be an important part of the CEO's role, including its Capital Campaign.

As the executive leader of AIM in the extended community, the CEO will actively cultivate collaborations while enhancing relationships with all stakeholders, including foundations, individual donors, farmers, business and educational leaders, partner organizations and others. Working closely with the Board, the CEO will maximize opportunities for outreach and diverse sources of revenue including, but not limited to donor cultivation, grants, and corporate partnerships.

The CEO will not only demonstrate a passion for AIM's mission, but will also be a respected and articulate spokesperson as she/he represents AIM in the community.

### **RESPONSIBILITIES**

#### **Leadership**

- Provide leadership to the Board, staff and vendors in implementing the organization's strategic plan to advance AIM's mission and vision.
- As the face of the organization, serve as a compelling and fearless spokesperson for AIM.
- Elevate the stature of AIM by becoming a visible leader and develop strategic alliances and partnerships that can advance AIM's mission.

#### **Staff Management**

- Hire for and enhance a positive working environment that motivates and encourages staff to participate fully in the mission of the organization.
- Ensure development of market competencies and customer service through development, training, role modeling, engagement and supervision.

- Manage, support and work in collaboration and partnership with the staff and Board to ensure that AIM programs continue to be the core of the organization and are maintained at the highest level.

### **Fundraising & Communication**

- Collaborate with the Board and Development staff to further develop, execute, and track an organizational fundraising plan with revenue from multiple sources, including foundations, government, corporations, and individual donors.
- Work in collaboration and partnership with the Capital Campaign Director to review and strengthen fundraising strategies, including researching, identifying, cultivating, soliciting and thanking donors and funders.

### **Financial/Operational Management**

- Ensure consistent quality of finance, business operations and administration, human resources and systems, including recommending timelines and resources needed to achieve the strategic goals and ensure a healthy work environment.
- Regularly assess and refine the organization's structure and staffing needs.
- Collaborate with staff and the Board on budget preparation and monitor spending to ensure the continued financial health of the organization.
- Oversee annual audit process.
- Ensure compliance with all relevant legal and fiscal practices of a nonprofit corporation.

### **Board Governance**

- Present timely and accurate information to the Board regarding the status of agreed upon objectives, finances, staffing and other relevant issues.
- Collaborate with the Board to implement by-laws, policies and procedures, governance structure, strategy and planning for continued board recruitment and development, and training in governance best practices.

### **QUALIFICATIONS**

- Minimum of 5 years senior nonprofit management experience, including working on or for a Board of Directors.
- Background and an understanding of farmers markets and a commitment and passion for the value of AIM's mission.
- Demonstrated success in developing financially viable and sustainable program models.
- Proven track record as a successful fundraiser.
- Ability to engage the Board, staff and other stakeholders in collaborative problem-solving.
- Transparent and high integrity leadership.
- Excellent written and verbal communication skills including an ability to elicit trust and commitment from the Board, staff, vendors and the community.
- Proven ability to forge strong collaborative community and business relationships.
- Demonstrated organizational, operational and financial acumen and the ability to communicate accurate and timely information to the Board.
- Ability to engage, manage, lead, and provide support and mentoring to staff.
- Knowledge and familiarity with the Bay Area community a plus.
- Bachelor's degree.

### **SALARY**

Compensation will be commensurate with experience. This is a full-time exempt position.

This search is being conducted by the Center for Volunteer & Nonprofit Leadership's Executive Search & Transition Services. **To be considered as an applicant:**

- Email PDF Resume and Cover Letter in confidence to: [cvnlsearch@cvnl.org](mailto:cvnlsearch@cvnl.org)
- Include in the Subject line: "AIM CEO Search"

\*Applications without a cover letter will not be considered; documents must be submitted online.

*Agricultural Institute of Marin is an equal opportunity employer and makes employment decisions on the basis of qualifications. Policy prohibits unlawful discrimination in any employment decision based on pregnancy, childbirth or related medical conditions, race, religious creed, color, national origin or ancestry, physical or mental disability, medical condition, marital status, age, sexual orientation or any other basis protected by federal, state or local law or ordinance or regulation.*

Submission of your application is not an offer of employment or an employment contract.