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## **EXECUTIVE DIRECTOR**

The Executive Director must be a collaborative, strategic leader who will sustain Veggielution's strong community presence and implement the organization's new strategic plan with energy, compassion, and skill.



## ORGANIZATION BACKGROUND

Founded in 2008, Veggielution connects thousands of San José residents each year through programs that cultivate community building, experiential learning, and deep connection. The organization is rooted in the Emma Prusch Farm Park in the Mayfair neighborhood of East San José, CA. Through its three key program platforms—Food Sovereignty, Community Engagement, and Environmental Education—Veggielution works with its East San José neighbors to ensure that they experience a richness of community life and health that combats social isolation and provides the support needed to create more robust social networks and take positive action in the community.

With an annual budget of \$3.5M, Veggielution's goal is to engage residents throughout Santa Clara County (CA) to build a more equitable and sustainable food system, with a special emphasis on fostering community and family engagement in the low-income, working immigrant community of East San José. Through shared conversations and experiences, healthy food and outdoor learning, Veggielution helps to build social capital in East San José and change attitudes and policies affecting low-income residents by strengthening diverse and multicultural social networks.

Veggielution is one of five anchor organizations in the Mayfair neighborhood of East San José that comprise the Sí Se Puede Collective (SSPC). Other members include Amigos de Guadalupe, Grail Family Services, the School of Arts and Culture at MHP, and SOMOS Mayfair. The SSPC formalizes the shared commitment of these organizations to serve low-income families living in the Mayfair community. By coordinating the work of these organizations, the SSPC aims to enhance the community safety net and to produce a much greater positive impact in the community than any one organization could generate alone.





## POSITION OVERVIEW

Veggielution seeks an experienced leader to push the organization toward newly adopted strategic objectives and sustain its mission to connect people from diverse backgrounds through food and farming to build community in East San José.

The Executive Director will support staff and community members as the central face, voice, and heart of the organization. They will be responsible for stewarding the ongoing operations and financial health of the organization, as well as executing long-term strategy and ensuring sustainability. They will lead a dedicated team of staff and volunteers, collaborate with and develop an active and engaged Board of Directors, oversee program development and implementation, and maintain strong relationships with partners and the community.











## COMPETENCIES AND RESPONSIBILITIES

The Executive Director must possess and have demonstrated the following competencies, approaches, skills, and mentalities in a variety of professional and personal situations.

### PASSION FOR THE PURPOSE

-  An authentic belief in the purpose, values, and impact of Veggielution and a profound commitment to community food sovereignty, environmental justice, and organizing and advocacy.
-  A deep understanding of community food systems within the context of climate change mitigation and adaptation, and alignment with a place-based approach to creative community transformation.
-  An ability to respectfully listen and work with a community of primarily low-income, working immigrant families and individuals, including Spanish language first situations.
-  An active knowledge of programs and services that uplift economic mobility, agency, and belonging, and demonstrated striving for positive and permanent change in communities similar to those in Mayfair and greater East San José.
-  A strong commitment to the vision of the Sí Se Puede Collective to uplift the dreams, gifts, and talents of Mayfair residents.
-  A demonstrated commitment to anti-racism and advancing diversity, equity, and inclusion.



## VISIONARY LEADER WITH A STRATEGIC MINDSET

- ✦ A visionary leader with the capacity to articulate a clear, long-term vision, build upon the strong foundation of Veggielution's success, and seize new opportunities to deepen impact while remaining responsive to changing conditions.
- ✦ A strategic thinker capable of dealing with high degrees of complexity, with the ability to develop and coach high-performing teams to achieve strategic goals and objectives.
- ✦ A fearless, action-oriented leader in the face of difficulty, with the foresight to plan ahead while being able to shift strategic goals as needed.
- ✦ An approach that demonstrates a deep level of respect, integrity, and curiosity.
- ✦ A data-driven approach to planning and leadership, using data to assess organizational performance, identify future directions, and leverage support for a food system and environmental equity advocacy agenda.



## EXCELLENCE IN OPERATIONS AND FINANCIAL MANAGEMENT

- ✦ A demonstrated ability to administer complex and collaborative organizational management and ensure that programs run efficiently and effectively.
- ✦ A track record of financial, management, and operational oversight.
- ✦ A creative, analytical thinker with evaluation and research skills to support the execution of emerging best practices and maintenance and development of core organizational processes.



## COLLABORATIVE LEADERSHIP STYLE WITH HIGH EMOTIONAL INTELLIGENCE

- 🌱 An empathetic and inclusive leader who possesses a high degree of emotional intelligence and the ability to foster an atmosphere of collective impact and collaboration internally and externally.
- 🌱 Ability to inspire a powerful sense of shared purpose in others and motivate them to engage in the opportunities and challenges ahead.
- 🌱 An approach that ensures staff growth and development at varying levels of professional expertise and work experience.
- 🌱 A self-aware leader who engenders trust and builds strong team relationships through a collaborative management and decision-making style that extends to all levels of the organization.



## REVENUE GENERATOR AND FUNDRAISER

- 🌱 A spokesperson and fundraiser who can build trusted partnerships within the philanthropic community and develop creative strategies to increase and diversify revenue.
- 🌱 An ability to strategically evaluate existing and potential new revenue streams, with expertise in monitoring and identifying new funding sources through government, state, foundation, individual giving, and earned revenue strategies.
- 🌱 A history of budget creation and management as well as grant proposal crafting, managing tracking, and reporting deliverables.
- 🌱 Financial leadership, confidence to guide Veggielution's Admin & Development Team and engage with finance and audit contractors.



## RELATIONSHIP BUILDER AND EXCELLENT COMMUNICATOR

- 🍃 A humble, warm, and approachable personal manner and the ability to build bridges and develop meaningful relationships with staff, program participants, donors, the Board of Directors, community members, and collaborators.
- 🍃 An excellent listener who ensures that all constituents are heard.
- 🍃 An excellent and persuasive communicator with exceptional written, oral, interpersonal, and presentation skills, and the ability to foster an inclusive atmosphere where voices at all levels are acknowledged.
- 🍃 A confident public speaker who is able to represent Veggielution's interests in the media and with external audiences as the primary face and public spokesperson for the organization.





## DESIRED EXPERIENCE

The ideal Executive Director will have a strong background in management and leadership, including a track record of progressive leadership positions with effective operational and financial oversight, successful fundraising, community engagement, and management of dynamic programs and innovations to drive connection and impact. They must be motivated by a clear and driving passion for food systems, community, and partnership.

The ideal candidate may come from a variety of career pathways. Excellent executive leadership and interpersonal skills are essential, including staff leadership and development, a diplomatic approach to collaborating with the board, and the ability to cultivate strong relationships with partners, individuals, and within the community. The successful candidate will be a strategic leader with the ability to manage a nonprofit organization, fulfill a strategic plan, and provide a daily model of compassionate servant leadership.

Experience with community engagement, farm management, agriculture, community farming, and food production is highly preferred.

- 10+ years of demonstrated leadership with progressive responsibilities
- At least five years of nonprofit leadership and management, including fundraising, strategic planning, budget management, board development, and mission stewardship
- Strong interpersonal skills for effective engagement with supporting, partner, and constituent organizations
- Highly organized and resourceful, with excellent written and verbal presentation and communication skills
- Proven ability to work effectively and successfully across diverse cultures
- Past success in working collaboratively with and reporting to a Board of Directors
- Highly motivated self-starter with the ability to juggle and prioritize multiple tasks
- Proficiency with Microsoft Office software and CRM platforms is highly desired; Salesforce experience is a plus
- Spanish language fluency is highly desired





## COMPENSATION

The Executive Director is a full-time, exempt, benefit-eligible position. The anticipated salary range is \$140,000—\$180,000, commensurate with experience.

A comprehensive benefits package includes medical, vision, and dental insurance, employer-sponsored flexible spending, a dependent care account, a professional development stipend, a 401k plan, and generous paid time off.

## LOCATION & REQUIREMENTS

The Executive Director position is a mix of remote and onsite work requiring frequent interactions with visitors in a public park setting. A Monday—Friday work week with frequent planning for and participation in weekend activities, occasional early morning or late evening work, and regular local travel should be expected.

This position requires frequent typing, computer, and telephone use. The physical demands as described are representative of what the position encounters while performing the essential functions of the role. Reasonable accommodations can be made to enable individuals with differing abilities to perform the essential functions.

## START DATE

Early Summer 2024

## TO APPLY

Please visit [potrerogroup.com/veggie](https://potrerogroup.com/veggie) to apply. We intentionally do not ask for a cover letter, so we kindly request that you not send one in your application.

Proof of COVID vaccinations will be required before accepting the position.





## ADDITIONAL INFORMATION

Veggielution is committed to being an anti-racist organization that embraces shared leadership and is passionate about achieving social justice. We seek candidates who are excited about engaging fully in this work with us.

Veggielution is an Equal Opportunity Employer (EOE). Applicants are considered for employment without regard to age, race, color, religion, sex, national origin, sexual orientation, gender identity and gender expression, disability, or veteran status.

More information can be found at [veggielution.org](http://veggielution.org).

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### FOR ADDITIONAL INFORMATION REGARDING THIS OPPORTUNITY, PLEASE CONTACT:

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Potrero Group is honored to coordinate this search on behalf of Veggielution. Supporting a dedicated community organization is in perfect alignment with Potrero Group's commitment to providing rigorous strategy and business planning, organizational effectiveness, and nuanced search services to mission-driven organizations. Potrero Group supports innovative leaders and organizations making a difference in the world. We are committed to equitable and inclusive practices in all of our work.

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