

# Executive Director

*Growing Markets & Infrastructure for a Viable Food System*  
Public Markets, Food Access Programs



## ***BREADA is searching for its next leader!***

We seek a passionate individual to lead the organization into its next quarter century. The right individual will be dedicated to increasing opportunities for local farmers, fishers and chefs through continued growth in market programs. Our work is essential to its community and farmers.

**BREADA** is a registered 501c3 organization offering year-round farmers markets, a downtown public marketplace, and food access programming for Baton Rouge. BREADA's 24-year history of sustaining statewide farmers with direct sales at Red Stick Farmers Market is recognized locally, regionally and nationally.

Connecting farmers to local communities is our priority. We encourage all ages to eat healthy, seasonally and locally through a network of public markets in a variety of settings. Outreach & school programs educate families on ways to make positive changes for healthier lifestyles through cooking and garden classes.

## **POSITION SUMMARY**

The *Executive Director* will manage BREADA's overall operations and performance, will implement policies and deliverables as set by the Board of Directors, and will meet fundraising goals to achieve growth and sustainability for the organization and its network of public markets.

## **Key Responsibilities**

### *Organizational Governance and Management*

- Lead staff and Board Members to ensure long-term growth and sustainability that meets BREADA's vision, mission and community needs
- Ensure the fiscal integrity of the organization, providing monthly financial statements and other documentation to accurately reflect the financial condition of the organization
- Develop and implement a long-term staffing plan. Recruit, hire, supervise, develop and train staff with organizational needs. Encourage staff to collaborate and work as a team to advance BREADA's mission and goals

### *Fund Development & Marketing*

- Set and meet aggressive fundraising goals to secure financial support from grants, events, foundations, corporations, and individuals
- Provide executive oversight for event planning, campaign activities and submission of grant proposals to achieve fiscal goals
- Collaborate with staff to produce and maintain a strong marketing and social media presence to engage the public in the impact of BREADA's markets
- Identify and engage in community outreach efforts to forge mutually beneficial partnerships
- Expand educational events for public awareness of farmers markets as an essential part of the community
- Serve as an effective and inspiring spokesperson to the media; represent BREADA in community meetings and events, conferences and other professional convenings

### *Farmers Market and Program Management*

- Provide executive oversight for farmers market operations and supporting food access programs; Identify local and national partnerships to support the programs and ensure programming matches the mission of the organization
- Maintain an in-person presence at farmers markets and active programs to connect with both farmers and shoppers in their market experience; Build relationships with farmers and provide education on BREADA's organizational structure
- Ensure expansion of existing development of producers and farmers to sustain the long-term success of the Markets

- Increase the reach of BREADA's food access programs through effective relationships with the public and government officials; continue development of funding through collaborative partnerships
- Lead BREADA in future plans for growth of markets and facilities

#### **Knowledge, Skills & Abilities Required**

- 5+ years of management/leadership experience in a non-profit or equivalent community-focused organization including budget oversight, staff coordination, program/project management
- Proven experience and success in winning grants in addition to management and reporting of federal and local grant requirements
- Interest and ability to develop meaningful relationships with donors and supporters
- Entrepreneurial mind-set, adaptable and innovative thinking to meet emerging trends
- Ability to handle internal and external conversations around diversity, equity and inclusion
- Exceptional verbal, written and visual communication skills
- Masters Degree or equivalent work experience

#### **Work Environment**

- Work is performed in office and at public or neighborhood settings, and in market environment
- Weekly outdoor attendance at Markets
- Weekend work and occasional night events; willingness to travel as needed

#### **Compensation**

Salary range commensurate with qualifications and experience

**Interested Applicants** should send a letter of introduction and resume **before the end of October** by email to [search@breada.org](mailto:search@breada.org)

*The **mission** of BREADA is to build a healthy and storng local food system; to increase sustainability of independent local farmers, fishers & food producers; and to foster stewardship of land and community through public markets.*

**BREADA adheres to providing equal employment opportunities to all job applicants and employees regardless of race, color, religion, sex, age, national origin, veteran status, disability or sexual orientation.**