

Position Profile  
**Rural Advancement Foundation International-USA**  
[www.rafiusa.org](http://www.rafiusa.org)  
**Executive Director**  
Pittsboro, NC

**The Organization**

Organized in 1990, Rural Advancement Foundation International-USA (RAFI-USA) cultivates policies, markets and communities that support thriving, socially just and environmentally sound family farms. We are currently seeking an Executive Director with a passion for social justice and environmental sustainability to foster a bold and shared vision of the organization, maximize resources and ensure the effective allocation of those resources. An ideal candidate will have several years of relevant senior-level management experience and proven capabilities in leadership, fundraising and communications.

Located in Pittsboro, North Carolina, RAFI-USA was founded by farmers and farm advocates who experienced the farm crisis of the 1980s. We trace our heritage to the National Sharecroppers' Fund, which was organized in the 1930s and led by Dr. Frank Porter Graham and other distinguished Americans. RAFI-USA is a 501(c)(3) nonprofit organization with a ten-member board. RAFI has been awarded a major multi-year grant which means that in 2009, we will double our annual operating budget (from \$1.5M to \$3M) and increase our staff size (from twelve to sixteen).

RAFI-USA works to create a just and sustainable agricultural system where family farmers have the power to earn a fair and dependable income; all who labor in agriculture are respected, protected, and valued by society; air, water and soil are preserved for future generations; the land yields healthy and abundant food and fiber that is accessible to all members of society; and the full diversity of seeds and breeds, the building blocks of agriculture, are reinvigorated and publicly protected.

**The Area**

Located in the heart of Chatham County, Pittsboro quietly bustles with artists, merchants, farmers, students and nature enthusiasts. The town supports the Chatham County government complex, many nonprofit organizations, a community-owned food co-op, biofuels research and production, antique shops and art galleries.

Pittsboro is ideally situated at the intersection of US 64 and Hwy 15-501. It is 16 miles to Chapel Hill, 25 miles to Research Triangle Park, 32 miles to Raleigh and close to the cities of the Triad. It's a short drive to recreation areas at Jordan Lake State Park and adjacent to the State's newest Natural Area – 960 acres along the scenic Haw River. Central Carolina Community College offers a core curriculum as well as continuing education in such areas as sustainable agriculture and alternative building techniques. Pittsboro's downtown area, with its mix of quaint antique shops, neighborhood eateries, small offices, small scale retail establishments, historic churches and buildings, is a lively, walkable destination that draws visitors from the entire southeast region.

The town's current charm and bright future generate enthusiasm and optimism that is pervasive throughout the community. Pittsboro has all of the appealing qualities of small town North Carolina, such as friendly, caring people, a low crime rate, relatively low cost of living and a slower, gentler pace of life. These qualities, coupled with its close proximity to the employment centers, cultural activities and retail conveniences of the adjacent cities of the Triangle and Triad, make it a particularly appealing place to call home.

For more information about Pittsboro, please visit the Town of Pittsboro website, at:  
<http://www.pittsboronc.org/>

## **The Candidate**

The Executive Director will work collaboratively with RAFI board and staff in all areas. The Executive Director reports to the Board of Directors, supports the vision of the Board and staff, and is involved in all facets of the organization. The Executive Director must demonstrate initiative and drive, have strong interpersonal skills, and be able to plan, organize and manage the work of multiple projects.

The organizational culture at RAFI mirrors the change we want to see in the world and is based in our core values - personal and professional integrity, participatory decision-making, open and honest communication, a healthy work-life balance, respectful and supportive relationships, and practicing staff equity through a common salary structure, a living wage, equal benefits and job flexibility. The environment at RAFI is cultivated by a committed, collaborative team of individuals passionate about the mission. The Executive Director plays a key role in this vibrant organization which requires that the individual have a confident, professional approach. The successful candidate will be creative and cooperative, and have a demonstrated commitment to justice and sustainability.

## **The Position**

After leading RAFI for twenty years, founding director Betty Bailey is retiring mid-February 2009. Her successor will inherit a well-respected, valued and stable organization. RAFI is entering an exciting period of expansion, and this is a great opportunity for the new Executive Director to work with staff to move RAFI forward as an innovative organization that is recognized as a leader in agriculture and sustainability. This high-energy position requires that an individual have good political instincts, the ability to successfully relate to a wide range of constituents, and the skill to effectively convey the mission and work of the organization.

Essential duties and responsibilities of the position include the following.

1. Maintaining the good financial health of the organization in keeping with high non-profit standards for financial management. This includes:
  - Effectively managing the finances and general operations of the organization;
  - Developing, implementing and monitoring budgets;
  - Developing and implementing an adequate and diverse development plan;
  - Cultivation, maintenance, and expansion of individual donor base, foundation support, and other funding sources.
2. Ensuring the work and operations of the organization effectively and comprehensively achieve its mission. This includes:
  - Working collaboratively with staff to plan, execute, and evaluate programs effectively;
  - Working with board and staff to carry out strategic planning and evaluation.
3. Securing and developing appropriate human resources to carry out the mission, operations and programs of RAFI-USA in consultation with staff and in accordance with RAFI procedures. This includes:
  - Recruiting, hiring and firing staff;
  - Evaluating staff performance;
  - Creating opportunities for professional development.
4. Facilitating the operation and development of an effective and engaged Board of Directors. This includes:
  - Providing guidance and technical and management assistance to the board;
  - Fostering the board/staff partnership;
  - Recruiting board and advisory panel members.

5. Conveying effectively the work of RAFI-USA as an organization. This includes:
- Cultivation and development of strategic relationships for the organization;
  - Promoting the organization as a whole;
  - Ensuring consistency and effectiveness of RAFI products.

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- 5+ years senior organizational leadership experience, including management of comparably sized budget and staff.
- Proven success in fundraising with individuals, foundations and corporations.
- Success in working collaboratively and fostering an environment of participatory decision-making.
- Exceptional relationship-building skills.
- Excellent writing, communication and organizational skills.
- Knowledge and experience in nonprofit board development and management.
- Ability to work with people and organizations representing diverse ethnic, racial and socio-economic backgrounds and sectors.
- Demonstrated ability to manage multiple competing tasks and demands.
- Facility with using common computer software, information databases, internet and email.
- Passion for justice and interest in agriculture and farm sustainability.
- Commitment to living and working in the Triangle region of North Carolina.

RAFI-USA is an equal opportunity employer and encourages applications from women and people of color.

### **To apply**

Submit cover letter, resume, salary requirements and at least three references to:

Sherry Heuser, Senior Consultant  
Capability Company  
[RAFIED@capabilitycompany.com](mailto:RAFIED@capabilitycompany.com)  
Telephone: (919) 926-0746

**Submission of resumes by e-mail is preferred; include only your last name in the subject line.**