



Director of External Relations

Organization Description:

Wasatch Community Gardens (WCG) is a community-based, nonprofit organization dedicated to empowering people to grow and eat healthy, organic, local food. Since 1989, we have provided children, adults, and families in Salt Lake County with access to land and education for growing and eating fresh produce, while building and nurturing community connections through gardening and healthy food. We accomplish this through six main programs: Advocacy & Justice, Community Gardens, Education, Job Training, Volunteers, and Youth and School Gardens.

Position Overview:

WCG's Director of External Relations reports to the Executive Director and is part of the External Relations Department. This position is responsible for the strategic and daily oversight of WCG's development, marketing, and events and outreach functions.

The Director of External Relations (ER) provides leadership for WCG's development, marketing and communication, and events and outreach functions, driving revenue growth, community and donor engagement, and organizational visibility. This role supervises WCG's six-person ER team, oversees strategic fundraising and donor relationships, and ensures brand and message consistency across all communications. The Director of ER partners with the Executive Director and other WCG Department Directors to advance WCG's mission, implement long-term strategies, and support high-impact programs. This role combines strong leadership, relationship-building, and development and communications expertise to build WCG's capacity and organizational impact.

Primary Responsibilities:

External Relations Support: 70%

Development: 40%

- **Donor & Partner Engagement:** Build and steward relationships with major donors and partners (individuals, businesses and foundations above a specified level); represent WCG at community and partner events; support the Executive Director by managing high-level donor stewardship
- **Strategic Fundraising Leadership:** Develop WCG's annual fundraising strategy, working with development directors; maintain diversified revenue streams; support

ethical fundraising policies; and partner with Programs and the Executive Director to grow program revenue and integrate program engagement into donor cultivation

- **Grants & Foundations Oversight:** Assist team in seeking new funding opportunities; support team in building cross-departmental grants strategy for new initiatives
- **Individual & Corporate Giving Team Support:** Guide expansion of individual giving pipeline, with a focus on major gifts; guide expansion of corporate sponsorship pipeline and corporate giving opportunities; monitor progress across giving streams
- **Board Engagement:** Support board member stewardship through annual re-commitment meetings, regular updates on donor and event opportunities, and participation in relevant board committees; ensure the Board is equipped with messaging and tools to serve as ambassadors and advocates to further WCG's mission through fundraising and partnerships

Marketing & Communication: 15%

- Provide high-level guidance and regular support for the Marketing & Communication team to ensure brand consistency, strategic messaging, and alignment with organizational priorities and strategic plan goals
- Establish annual communications themes connected to fundraising and program goals
- Identify opportunities to reach new or priority audiences
- Build and maintain relationships with key media contacts, including community-specific outlets, to expand WCG's visibility and support program coverage

Events & Outreach: 15%

- Provide high-level guidance and regular support for the Events Manager to ensure that WCG's signature and community events are aligned with organizational goals and well-coordinated across departments
- Maintain organization-wide visibility into events to identify new event and outreach opportunities and potential gaps
- Guide development of event standard operating procedures, templates, and processes; support programs in adapting these for smaller events

Department Leadership: 20%

- Lead annual planning retreats and budgeting process for the ER Department, in partnership with the Executive Director
- Work with the Executive Director to adapt fundraising and communication strategies to an ever-evolving environment
- Work with the Executive Director and Associate Director to support and streamline financials review and strategies
- Coordinate regularly with WCG's other Department Directors (Agricultural Operations and Programs) to support cross-department collaboration and communication
- Participate in the development and execution of organizational strategic planning

- Ensure consistent, up-to-date organizational messaging across all ER functions
- Support ER engagement in the organization's Race, Equity, Access, Diversity, Inclusion (READI) initiatives and represent the department on organization-wide committees
- Maintain and refine core administrative processes including gift handling, reconciliation, mail intake, relationship matrices, and adherence to READI communication standards
- Establish and reinforce departmental best practices for documentation, folder structures, and CiviCRM (constituent relationship management) use
- Support CiviCRM processes and maintenance across the organization, working with WCG's Special Projects Director

Personnel Management: 10%

- Lead hiring and dismissal processes, performance management, and professional development for ER Department
- Partner with Department Directors and the Executive Director on annual review processes and support staff in managing time, schedules, and timesheet compliance

Additional Responsibilities:

- Attend and actively participate in staff meetings, director meetings, staff workdays and trainings
- Provide support at WCG's Spring Plant Sale, Tomato Sandwich Party, Love Local Winter Market, and other organizational events as needed

Required Qualifications:

- At least three years in a nonprofit leadership role, with a proven ability to supervise, mentor, and develop staff, fostering a collaborative and accountable team environment
- Proven track record of achieving tangible fundraising outcomes for a mission-driven organization, while navigating evolving priorities
- Strong organizational and project management skills, including experience using project management platforms (e.g., Asana) to coordinate complex initiatives
- Demonstrated experience creating, managing, and monitoring departmental budgets and ensuring fiscal accountability
- Excellent written and verbal communication skills for internal collaboration, donor stewardship, and public-facing interactions
- Proven ability to cultivate relationships with donors, partners, and community stakeholders
- Experience leading or contributing to annual planning processes and tracking measurable outcomes
- Experience employing CiviCRM or similar technology for donor and relationship management; familiarity with Joomla or similar website content management systems
- Experience in facilitating group processes and positive group dynamics, with a strong ability to mediate, manage conflict, and negotiate with internal and external partners

Preferred Qualifications:

- Written and spoken fluency in another language aside from English - Spanish preferred

Hours:

This is an exempt position, full-time (40 hours per week), with the schedule varying throughout the season. This position may require some evenings and weekends with advance notice.

Salary and Benefits:

Compensation will be commensurate with qualifications and experience with a hiring range of \$72,000-\$78,000, based on experience. Benefits include health insurance with HSA option, 401K, paid holidays, sick and vacation leave, and access to garden produce. This position is exempt from overtime pay.

To Apply:

Please email the following materials to openings@wasatchgardens.org:

- Resume
- Names, titles, and phone numbers of three professional references
- Short response (one page total) to the following items:
 1. Why are you interested in this position?
 2. What strengths will you bring to our team and this position?

Please put “**Director of External Relations**” in the subject line of your email. Applications will be accepted until Friday, May 15, 2026, at 5 pm.

Applications received by this date will receive priority consideration, though we will continue accepting applications until the position is filled. Applications without references and responses to the questions above will not be considered.

Final applicant may be asked to submit to and clear a background check.

People of color, people with disabilities, veterans, and LGBTQ candidates are strongly encouraged to apply. WCG is committed to providing equal employment opportunities for all employees and applicants for employment based on individual qualifications and without regard to race, religion, gender, age, national origin, mental or physical disabilities, sexual orientation, or any other similarly protected status.

It is our policy to comply with all applicable laws governing employment practices and not to discriminate on the basis of any unlawful criteria. WCG values the diverse backgrounds of its employees and works to create an open atmosphere of trust, honesty, and respect. WCG is an equal opportunity employer and does not discriminate in its employment decisions.

The statements herein are intended to describe the general nature and level of work performed by employees, but may not be a complete list of responsibilities, duties and skills required of personnel so classified. No contract, either express or implied regarding the procedures, terms, conditions or duration of employment is created by this Job Description.

At WCG neither the employee nor the organization is committed to an employment relationship for a fixed period of time. Employment with WCG is at-will. Either the employee or management has the right to terminate the employment relationship at any time, for any reason. The language used in this job description and any verbal statements by management are not intended to constitute a contract of employment, either express or implied, nor is there a guarantee of employment for any specific duration. The at-will nature of your employment is not affected by any of the guidelines of this job description and cannot be modified by any oral promise from any supervisor or by any other writing, unless duly executed by the employee and the Executive Director. Except for the at-will nature of the employment, the organization reserves the right to suspend, terminate, interpret, or change any or all of the guidelines mentioned, along with any other procedures, practices, benefits or other programs of WCG. These changes may occur at any time, with or without notice.