

**Development & Outreach Liaison**  
**\$20/hr. 10 hrs./wk.**



*Our small non-profit organization is seeking a dedicated individual who will work with us to develop our North of Boston community: partners, sponsors, members, donors, volunteers, guests, and staff. This individual will use traditional marketing methods to create awareness within the community, while using traditional development methods to increase the nonprofit's financial capacity and sustainability.*

The successful candidate for the **Development & Outreach Liaison** will:

- Set and track success metrics for Rest-Stop-Ranch development & outreach.
- Help to manage all financial and in-kind donations (usually garden-related).
- Work weekly with the office coordinator to define goals (Onsite, Wednesdays).
- Educate the surrounding communities on the offered programs by calling, visiting sites and conducting presentations during business hours (Monday thru Friday).
- Conduct on-site tours and open houses of the gardens for key community partners, such as Philanthropists, Foundation Representatives, Financial Partners & Sponsors, Rest-Stop-Ranch New Members, Professional Health Care Workers, Social Workers, Activity Directors, Physical Therapists...
- Research media opportunities in magazines, newspapers, local TV, radio, etc.
- Help to manage social media: Post to the Rest-Stop-Ranch website, Facebook, Instagram, and other online platforms.
- Facilitate communications to local organizations to promote Rest-Stop-Ranch and provide regular content for our online presence.

## Additional Responsibilities

- Help create systems to manage the growing development & outreach efforts.
- Commit to learn more about nonprofit management (read books, attend webinars, lectures, etc).
- Follow Rest-Stop-Ranch best practices, policies and guidelines as outlined in the Volunteer Handbook
- Dress and act in a professional manner while representing Rest-Stop-Ranch
- Sign an employment agreement
- Sign a confidentiality agreement

## Skills and Abilities

- Familiarity with fundraising and community education.
- Independent thinking, creative problem solving and ability to self-direct
- Dependable and consistent. Prompt, with excellent time management
- Respect for the diversity represented in and outside our organization
- Strong listening & communication skills
- Strong organizational skills
- Strong leadership skills
- Strong computer skills (email, MS Word, Excel, Social Media, online meeting software)
- Strong desire to act for the mission and vision of Rest-Stop-Ranch

## The Ideal Candidate

- Preferably available on Wednesdays to meet onsite or online (via Zoom) with the office (anytime between 10AM to 3PM).
- Experience in non-profit development, outreach and/or corporate marketing.
- Understanding the field of long-term-care, including the roles of caregiver and care receiver with a long-term illness or disability.

## Time Commitment

- Ten hours per week
- \$20 per hour

*Rest-Stop-Ranch provides year-round support and sanctuary for Caregivers & All on a Long-Term-Care Journey. Wheelchair-accessible gardens are free-of-charge, by reservation.*

## How to Apply:

Rest-Stop-Ranch Application with a cover letter should be sent:

Email to [teams@rest-stop-ranch.org](mailto:teams@rest-stop-ranch.org)

or Post to Rest-Stop-Ranch, 202 Haverhill Road, Topsfield, MA 01983