

## JOB DESCRIPTION:

# Director of Mad! Lands

## MAD AGRICULTURE

Our mission is to create a regenerative revolution in agriculture. At Mad Ag we believe that healing our relationships to self, others and the earth is our highest calling. To do this, we put radical ideals to work. We see no division between the work of the heart, soul and mind. Our day-in, day-out work is focused on helping farmers transition to and thrive in regenerative organic agriculture. We provide stewards of the land with land & business support, access to equitable financing and values-aligned markets. We also work to tell the story of regeneration using a variety of communication approaches that often include collaborations within our community.

Mad Agriculture is a fast-paced, action-oriented startup organization seeking exemplary individuals committed to the revolution. Our culture is entrepreneurial and deeply rooted in a commitment to creating services and products that meet the deepest needs of the farmers and land that we serve. We currently work in 26 US states with 100+ farmers in a wide range of agricultural systems.

## THE ROLE

The regenerative revolution must start on the farm if we are going to heal earth through good agriculture. **Mad! Lands' purpose is to increase the number of farms and acres thriving in regenerative agriculture** by helping Mad! Farmers develop successful businesses dedicated to ecological stewardship. The **Director of Mad! Lands** will be an accomplished leader with an entrepreneurial penchant for making this happen.

**The Director of Mad! Lands will work with our team to help regenerative farmers build capacity to improve their business and nourish the land they steward.** Our approach is rooted in the questions: “what does this land want to be, and need us to be?” and “what legacy will you create with your farming business?” The Director of Mad! Lands will shepherd the growth of our Mad! Lands department to provide world class customer service to our farmers across the country. Mad! Lands is part natural resource regeneration and part farm business advisor.

### **This role will have four core duties:**

- (1) Increase the number of Mad farmers and the amount of land dedicated to regenerative agriculture.
- (2) Support Mad! Lands' staff with structure, purpose, and creativity, guiding regional expansions of the team.

- (3) Engage and grow our partner network so that our farmer clients have the resources they need to realize their vision of their land and farming operation.
- (4) Connect Mad! Farmers with other Mad service offerings- Mad Capital, Mad Markets, and Mad Media- as needed.

## **RESPONSIBILITIES**

### **(1) Increase the amount of farms and land devoted to regenerative agriculture.**

- Represent Mad Agriculture as a leader in the regenerative revolution for agriculture and expert in land-based businesses.
- Work with the leadership team at Mad Ag to build a national presence of our work, with a focus on developing regional teams for place-based work.
- Readily and naturally build social capital with other leaders to create partnerships.
- Work with our Marketing team on deal generation, farmer leads, attracting more farmers to grow the Mad Farmer network to 250 farmers in 3 years.
- Work with the Marketing team to refine the Customer Lifetime Journey for Mad Farmer clients.
- Work with the Director of Operations and the Director of Development to create project pipeline and client services.

### **(2) Support Mad! Lands staff with purpose, structure and creativity.**

- Have long term vision while addressing short term issues with strong preference for action and execution.
- Be calm in the storm and see opportunity in the chaos.
- Provide the leadership and support for your team that will empower them to be successful in their work with farmers.
- Support Regional Managers in the creation of actionable SOWs with farmer clients and ensure that they are resourced to provide unparalleled service.
- Provide your team with clear structures of accountability and support, including OKRs, performance reviews, professional development and empowerment.
- Participate in creative problem solving and ideation for on-farm projects.
- Develop and manage local, regional and national projects including completion of deliverables and OKRs, budgeting and grant reporting.
- Provide fundraising support including identifying grant opportunities, developing project proposals and reporting on grant progress.

### **(3) Engage and grow our partner network so that our farmer clients have resources.**

- Bring a passion for continual learning and a deep understanding of the trends contributing to financial and ecological well being of land-based businesses.

- Use entrepreneurial creativity to develop efficacious in-house services.
- Quickly build relationships with values-aligned partners. Get to know all of the leaders in the natural resource space, understand their approaches, strategies, and potential for partnership.
- Develop actionable agreements with collaborators and partners to bring resources to farmer clients so that they have what they need to overcome the barriers holding back the regenerative revolution in agriculture.
- Work with our Senior Scientist to help translate environmental and nutritional impacts of regenerative stewardship into marketplace interest in ESG and other reporting frameworks
- Work with Mad! Markets to identify offtake opportunities for currently grown crops and rotational expansion opportunities.
- Work with Mad! Media to share the stories of Mad farmers' relationship with the land and help inspire others to participate.
- Work with Mad! Capital to finance the advancement of Mad farmers' businesses

## **QUALIFICATIONS**

- Entrepreneurial by nature. You're a self-starter able to function independently and adapt to changing priorities in a start-up, fast-paced environment.
- Thorough knowledge of agriculture with experience on-farm.
- Excellent team leader with a track record of supporting multiple staff.
- Thrive in shifting conditions.
- Accomplished project manager. Highly organized, punctual and get things done on time.
- Demonstrated experience managing an agile department in multiple regions with remote staff.
- Familiarity with ecological economics, natural asset management and/or valuation.
- Demonstrated experience engaging diverse stakeholder communities, especially the soft skills of building trust and connecting with farmers.
- Deeply empathic and cares foremost for the customers and land we serve.
- Seeking personal and professional transformation in your work.
- Great at working within teams, yet can operate independently.
- Creative, curious and has a relentless appetite for learning and for action.
- Gregarious, a connector, networker, and loves empowering others. You think of cooperation first, not competition.
- Strong analytical skills, strategic and critical thinking skills, and able to shift easily between strategic and tactical roles.
- Ability to travel as needed.

## TO APPLY:

**This application is rolling with a Dec 1st deadline.** Please submit your resume and a cover letter on our [Application Page](#). Candidates are encouraged to apply as soon as possible, making sure to include a resume and cover letter that describes why you're right for this role, what inspires you about our mission, your qualifications, salary requirements, and how you learned of the position.

This is a full-time position that reports to the Chief Operations Officer. Competitive salary, ranging between **\$100-135k/year**. This position can be remote and will involve travel to farms, conferences, and key partner meetings across the country. Mad Ag is based in **Boulder, Colorado** and we have a fantastic workspace downtown Boulder. Unlimited PTO. Healthcare and retirement benefits provided. Preference for this role to be located in Boulder, CO.

Mad Agriculture provides **equal employment opportunities (EEO)** to all employees and applicants for employment without regard to race, color, creed, religion, sex, national origin, ancestry, active military or veteran status, age, physical or mental disability, medical condition, pregnancy (which includes pregnancy, childbirth, medical conditions related to pregnancy and childbirth, and breastfeeding and expressing breast milk), sexual orientation, gender, gender identity, gender expression, genetic information, or any other characteristic protected by law.