

Development Manager

Classification: Non-exempt/ Full Time

Reports to: Development & Communications Director

Date: February 2024

JOB DESCRIPTION

Summary/Objective

The purpose of this position is to ensure that Hearts & Horses interactions with our donor community have a consistent, positive, and professional brand throughout all communications and fundraising efforts. The Development Manager will work in partnership with the Development & Communications Director to build and implement the organization's overall development strategies. S/he will build strategic relationships with individuals, foundations and companies to secure a diverse and sustainable revenue stream.

Essential Functions:

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Development (75%)

1. Manages Donation Process in Salesforce and Greater Giving. I.e. Data input, receipts, thank yous, stewardship scheduling. Ensures that all donors are properly recognized and thanked and that records are accurately maintained.
2. Manages Online Donation platforms. I.e. Give Lively, Greater Giving, Third Party Orgs.
3. Manages Campaign Data. I.e. Mailing lists, campaign creation, campaign donation uploads.
4. Manages Salesforce reporting that supports various giving and organizational strategies, stewardship, and donor data management activities.
5. Supports all activities required for Fundraising Campaigns I.e. Annual Fundraising Gala, Herd Fund Campaign, Colorado Gives Day, End of Year Appeal etc.
6. Assists in Donor Recognition opportunities and preferences.
7. Facilitates financial transactions as necessary.

Marketing & Communication (15%)

1. Collaborates with Development & Communications Staff to develop and update the Development & Communications marketing calendar.
2. Collaborates with Program Staff to develop compelling and on-brand marketing and outreach messages and materials for print and digital communications.
3. Assists with Press Release writing, distribution and communications with the press, including scheduling, coordinating, and giving interviews.
4. Assists with graphic design and website updates.

Other (10%)

1. Represents Hearts & Horses in a variety of capacities through excellent spoken and written communication, presentation, and interpersonal skills, including giving public presentations, attending third party/external community events, and giving tours of the property as needed.
2. Helps with Grant Writing, Editing and Reporting.



3. Participates in Staff Meetings to communicate priorities and successes with staff.
4. Offers support for general communications campaigns.
5. Performs other duties as assigned.

Supervisory Responsibility

This position is responsible for the supervision of assigned volunteers/interns and ensures they follow established policies and procedures.

Competencies

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|-----------------------------------|------------------------------|
| 1. Communication proficiency | 6. Problem solving/Analysis. |
| 2. Collaboration skills | 7. Time management |
| 3. Decision making/sound judgment | 8. Emotional Intelligence |
| 4. Initiative. | 9. Customer service |
| 5. Strong organizational skills | 10. Leadership |

Work Environment

The work is performed in the office, outside at the Hearts & Horses Ranch, or in public or other outdoor settings. The employee is subject to travel locally to meet with donors, community and business leaders and other organizations. The work hours will vary and may include days longer than 8 hours.

While performing the duties of this job, the Development Manager may be exposed to airborne particles, and unpredictable equine behaviors and may be exposed to a variety of weather conditions on facility grounds to include wind, rain, hail, snow, and high heat index.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk and hear. This position is also very physically active and requires the following:

Standing (presenting in front of community groups), **walking** (walking around property to give tours), **bending/kneeling/stooping/crouching** setting up tents and display booths, etc.), **lifting/pulling/pushing** (able to occasionally lift or move items over 50 pounds for items such as auction donations, set up display booths, etc.)

Specific **vision** abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.

Use of hands and fingers is required for opening/closing latches and gates on the Hearts & Horses property, computer typing, writing, etc.

Position Type and Expected Hours of Work

This is a full-time position and hours of work are assigned by the Director of Development and Communications. Occasional weekends and evenings may be required as part of this position. Position is eligible for remote work to be determined after a 6 month probationary period.

Required Education and Experience

1. Extensive knowledge of development principals, fundraising techniques and ethics; High level of professional integrity and strong work ethic
2. Experience in running or being a part of a successful annual appeal process
3. Strategic thinker with the ability to manage tactical implementation



4. Very high attention to detail, including accuracy and efficiency
5. Excellent organization and time-management skills, including ability to balance multiple and sometimes competing priorities
6. Comfortable with technology-based fundraising solutions and gift processing
7. Strong aptitude for, and the ability to effectively utilize technology tools and services that allow our team to operate in a highly efficient environment (examples include Salesforce, G-Suite, Dropbox)
8. Experience and track record with developing and maintaining relationships with donors
9. Exceptional written and verbal communication skills.
10. Graphic Design skills a plus with experience in Canva, WordPress, Adobe Creative Cloud (InDesign, Photoshop, Illustrator)
11. Ability to work both independently and collaboratively in a casual work environment
12. Bachelor's Degree in related field with five years' experience in both development and marketing, or other relevant experience
13. Ability to work calmly under pressure as a high-functioning team member
14. Sincere interest in Hearts & Horses' mission and vision

EEO Statement

Hearts & Horses, Inc. provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Signatures

This job description has been approved by all levels of management:

Director of Development & Communications _____ Date _____

Executive Director _____ Date _____

Employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.

Employee _____ Date _____