



Position Description: Development Manager

Classification: Exempt

Reports to: Development Director

Type: Full Time

Date: August 2022

Summary/Objective

Healing Reins Therapeutic Riding Center is the only Premier Accredited Center east of the Cascades in Oregon offering professionally recognized horse-centered therapies and experiences to individuals of all ages and abilities. We serve our entire community and specialize with individuals with disabilities, special needs, mental health needs, veteran population, and first responders. This position is responsible for greater public awareness of Healing Reins as an organization including the understanding of the efficacy of horse-centered therapy services.

The Development Manager role focuses on the growth and execution of donor and community partner outreach events that aim to drive awareness to and build the organization's excellent nonprofit reputation in Central Oregon. The Development Manager will cultivate consistency in the way we tell our story to our community. They will help to create meaningful relationships and engaging experiences with local partners and community groups that: expand marketing reach, educate the public, drive awareness of the therapies and services offered at Healing Reins, and ultimately lead to new community advocates, new donors and new volunteer relations. The role will be responsible for major fundraising and awareness event development and execution, social media advertising, database contact and email management, on-site tour program development, and communication through thank you letters, personalized phone calls, quarterly newsletters, press releases, and horse sponsor updates for all donor and community partnerships.

Position & Education Requirements

- 4-Year College Degree Required.
- Strong ability to work independently with minimal supervision
- A minimum of two years direct supervisory experience; group supervision experience preferred.
- Proficiency with basics of the Microsoft Office Suite, including Excel, Word, Outlook, and Office 365
- Confident with face to face delegation and setting clear expectations for others while maintaining a professional perspective at all times is a must.
- Experience with budget development and management.
- Strong time management skills.
- High level of organization and multi-tasking skills with the ability to independently shuffle tasks to maintain priorities and ensure on-time execution of tasks.
- Strong negotiation skills to best leverage partnerships which are mutually beneficial.



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- Has advanced interpersonal skills that includes: collaboration with others, conflict resolution, negotiation skills, advocates for the organization and the team's needs, has a knack for influencing and guiding others, is able to lead and motivate a variety of individuals and volunteers of different ages, skills, backgrounds and experience.
- Develops networks and builds alliances with community members to strengthen resources for the organization.
- Highly professional including: excellent customer service skills, appropriate attire to the role and audience of the day, appropriate language and discussion topics tailored to each audience.
- Ability to develop and maintain strong record keeping and documentation systems.
- Promotes policies that incorporate cultural competency and disability inclusion.
- Must have proven ability to maintain clear consistent, and timely communication both verbally and in writing with donors, community partners, volunteers, and fellow staff. Excellent public speaking skills.
- Conflict management experience, pivots with grace and motivates others in stressful situations.
- Motivates people to accomplish a task that could not be done alone.
- Facilitates and defines clear objectives with effective delegation to achieve goals.
- Leads as a peer, encourages trust, commitment and pride.
- Strength in Planning and Evaluation: Organizes strategy, sets priorities, determines resource requirements, tracks budgets, develops short and long term goals, monitors progress and evaluates outcomes.

Development Manager Role Responsibilities:

- Manage Healing Reins' Social Media platforms & strategy, Social Ads Manager, calendar and content distribution goals to maintain relevance in our industry and among our community.
- Capture new social media followers and develop an email acquisition campaign that will expand Healing Reins' reach.
- Develop and implement a community outreach plan and timeline to include short-term and long-term opportunities and goals, targeted invitations for group site tours, and identification of specific volunteer demographics (teens, community and corporate groups, retirees, etc.) that will support services.
- Act as a community ambassador by educating and drawing awareness to Healing Reins through: community newsletters, press releases, events and media engagement opportunities that work to cultivate local partnerships.
- Work with Development team to create and coordinate details amongst internal staff, volunteers and external community partners, surrounding all on-site community outreach and fundraising events
- Act as the primary point of contact and facilitator for external community partnership events where Healing Reins is a beneficiary.



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- Collaborate with Volunteer Manager to execute awareness and fundraising events with the support of volunteer involvement for planning and execution.
- Connects the organization's mission and goals to the greater public by presenting Healing Reins involvement opportunities to community businesses and like-minded partners (donor & partner development).
- Collaborate with Development Director to improve community education through speaking engagements, Healing Reins facility tours, and Media opportunities.
- Grows and supports relationships with external partners including: event, community groups, schools and potential donors.
- Maintains clear, consistent, and timely communication with event partners/producers/volunteers and staff
- Communicates clearly and collaborating frequently across internal teams to coordinate complex event and partnership details
- Maintains donor database; tracking and responding to all in-kind and monetary gifts to Healing Reins.
- Delivers training and up to date education materials as well as communicating standard industry terms and language to be used by volunteers and ambassadors who represent Healing Reins at the barn and out in the community.
- Maintain educated upon and disseminate awareness on industry standards, language and terms used to describe our services and participant base.
- Work to develop ambassadors on behalf of Healing Reins generated by staff, volunteers, local partners.
- Conduct ROI Evaluation and measurement analysis on marketing strategy tactics to improve outreach strategy and align with organizational goals.

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

Work Environment

- While performing the duties of this job, the employee regularly works outside, with animals and people of all ages and abilities.

Travel

- This position may require lite vehicle travel within Central Oregon.

Other Duties

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