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DEVELOPMENT AND COMMUNICATIONS MANAGER JOB DESCRIPTION

**Organizational Overview:** Giant Steps is dedicated to enriching lives through the power of horses, team, and community. Through the excellence of our equine assisted programs, people of all ages, means, and challenges experience the extraordinary benefits of therapeutic riding and activities. In the coming year plus, Giant Steps is planning to expand its programming significantly to serve more clients while maintaining our commitment to the highest quality of service to our community. To accomplish this strategy, the board is investing in improved facilities, enabling processes, and new roles and responsibilities for our staff. Accordingly, we are focused on strengthening our development and communications programs to support this exciting time of change, and are looking for a seasoned professional to lead these efforts.

**Position Overview:** The Development and Communications Manager will drive all aspects of the fundraising and communications efforts of the organization including individual giving, grant-writing, special events and auctions, and communications. While the Development and Communications Manager will work in close partnership with the Executive Director to set the fundraising and communications strategies, this critical leadership role will be directly responsible for bringing to life innovative and effective programs aligned to that strategy. S/he will lead the feasibility, benchmarking, and implementation of all programs either directly or with the assistance of others. The Manager will partner closely with the Executive Director, board, and others to further develop our organizational capabilities and delivery of successful programming, those already in our annual plan and new programs necessary to realize our longer-term goals.

**Reports to:**  Executive Director

**Work Schedule:** This is a full-time, exempt position.

**Work Location:** Work can be done remotely occasionally, but the preferred candidate will co-locate with our team at Sonoma Horse Park. Additionally, this leader must be available to host visitors, call on donors, represent the organization at events, and inspire connection and contribution to our mission as follows.

**Responsibilities include, but are not limited to, the following:**

* Fundraising Efforts
  + - * + Create a multi-year fundraising plan to build Giant Steps’ ability to meet its mission
        + Develop strategies that will allow the organization to double its fundraising capacity over the next three years
        + Deepen relationships with existing institutional and individual donors to support Giant Steps’ expansion efforts
        + Research and engage new prospects
        + Develop meaningful stewardship programs for all donors
        + Create a calendar of appeals, updates, and other outreach; oversee production; track success
        + Track the progress of fundraising efforts, next steps, etc. in eTapestry and other tools
* Grant / Proposal Administration
  + - * + Develop multi-year giving opportunities in support of program expansion
        + Track all foundation next steps – deadlines, reporting requirements, etc.
        + Review existing and potential foundations for proposal submission requirements
        + Draft proposals and all related materials for submission as well as all reporting requirements
        + Maintain foundation files and internal reports relating to all proposals
* Special Events
  + - * + Take the lead on all event management, working with Executive Director, event committees, staff, and volunteers to ensure that each task associated with the event is completed in the best fashion possible
        + Coordinate live and silent auctions
        + Secure and train fund-a-need speakers
        + Oversee event registration and other day-off logistics
        + Work with volunteer coordinator to ensure sufficient support at the event
* Marketing and PR
  + - * + Create and manage an annual communications calendar to highlight Giant Steps programs, successes and needs
        + Serve as staff lead on Marketing and Social Media Committee
        + Lead the creation and distribution of collateral and media communications
        + Oversee production of e-newsletter
        + Manage website
        + Represent Giant Steps at public speaking opportunities

**Qualifications:**

* Passion, idealism, integrity, positive attitude, commitment to Giant Steps’ mission, self-direction
* Demonstrated experience in development and communications, with particular focus on individual giving
* People and program management experience
* Strong marketing & communication skills (including writing, proof reading, and public speaking)
* Strong interpersonal skills both in person and by phone, with demonstrated professional brand reputation
* Strong knowledge of social media platforms and how to leverage for development campaigns & marketing purposes
* Ability to manage multiple projects and work assignments with little supervision
* Good customer service ethic and high expectations for quality
* Willingness to ask questions
* High attention to detail
* Proficiency with Microsoft Word, Excel, and mail merges; email and web searches
* Database experience, preferably with eTapestry and/or GiveSmart. Google Analytics experience a plus. Graphic Design experience a plus.

**Equal Employment Policy:** Giant Steps is an Equal Opportunity Employer. Giant Steps does not discriminate against qualified employees, volunteers, unpaid interns, or applicants, because of race, color, religion, sex, sexual preference, sexual identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, military status, marital status, religion, or any other characteristic protected by federal or state law or local ordinance. Giant Steps will reasonably accommodate employees and applicants with disabilities if the person is otherwise qualified to safely perform all of the essential functions of the position. Giant Steps encourages applicants with diverse experiences and background to apply.

Salary range: $70,000 – $80,000. Benefits include health insurance, PTO, and retirement.

To apply, please email a resume and thoughtful cover letter articulating your understanding of Giant Steps’ mission and your personal interest in helping to advance that mission, as well as how your skills and experience meet the specific qualifications of the position to [hr@giantstepsriding.org](mailto:hr@giantstepsriding.org). Applications with generic cover letters not specifically addressing the requirements of the position will not be considered.