

Development Manager Position

Photo Credit: Kristin Dokoza

General Position Summary:

This is the first dedicated full-time fundraising position at The Horse Park at Woodside (HPW), responsible for developing and implementing a comprehensive, diversified and sustainable fundraising program. The Development Manager has overall responsibility for the day-to-day planning, coordination and management of all aspects of fundraising and community outreach on behalf of HPW. The person in this position will provide strategic planning and direction in order to sustain annual giving and expand fundraising infrastructure to add major giving and bequest programs. In addition, the Development Manager will provide leadership for community outreach approaches to increase community awareness and support.

Reporting Relationships:

The Director of Development reports to the Board President and Interim Executive Director, and works closely with HPW's Board of Governors, the Manager of Support Services and the Operations Manager.

Primary Duties and Responsibilities:

Articulate and advance HPW's vision and mission with a variety of internal and external constituencies and audiences.

Develop and implement a plan designed to initially increase raised funds from approximately \$300,000 annually to at least \$400,000, with incremental growth to follow.

Build a strong major gift program, working with the Board President, Board members and other HPW staff members and volunteers.

Provide staff support to the Fundraising Committee, with a focus on major gift fundraising, and work closely with the full board and Fundraising Committee to maximize HPW's fundraising and outreach capabilities.

Grow and manage a comprehensive annual giving program. Oversee effective donor/prospect database and gift acknowledgement.

In collaboration with HPW leadership, manage, strategize and pursue foundation and corporate fundraising efforts.

Working with the Board President and other board members, ensure proper stewardship – cultivation, management, reporting and tracking – of relationships with all donors and prospects, including individuals, corporations and foundations.

Develop annual fundraising budget projections based upon approved fundraising goals and results.



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In collaboration with the Manager of Support Services, develop and oversee an outreach and media plan to increase public awareness of and cultivate expanded support for HPW.

Manage a regular donor communications program, including an e-newsletter, Fact Sheet and press materials, with an annual report considered in the future. Ensure the accuracy as well as timeliness of all community, donor and volunteer communications.

Direct the planning and implementation of special events and prospect visits, supporting key staff and volunteers.

Actively represent HPW in the community, interacting and networking in the broader community to enhance development and outreach objectives.

Responsible for supervision of any future Development Assistant as well as those employees engaged in the maintenance, utilization and reporting of prospect and donor management systems.

Participate in management team.

Other duties as assigned.

Primary Qualifications:

Passion and commitment to The Horse Park at Woodside's goals and mission.

Preferred background in nonprofit major gift fundraising, annual giving and events, with progressive management experience. Previous experience as executive director of a small nonprofit a fit as well.

Excellent writing, editing and speaking skills.

Excellent interpersonal and leadership skills, ability to work easily and effectively with a wide range of people including major donors, board members, fellow staff members, corporate, foundation and other nonprofit representatives.

Proven aptitude for strategic and creative planning in a collaborative manner with board and staff.

Excellent attention to detail, accuracy and quality.

Ability to meet deadlines and manage multiple tasks simultaneously.

Sensitivity to and respect for the privacy rights of donors in all communications.

Send resume to info@horsepark.org