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| **Equest Logo** | Revision Date: 6.1.18 | Title: **Chief Development Officer**  Position: Full Time, Salaried, Exempt  Reports to: Chief Executive Officer  Supervises: Development Department Employees and Development Interns. |

The **Chief Development Officer (CDO)** is a key member of the leadership team who is charged with designing, implementing, and monitoring comprehensive, strategic, and successful fundraising and public relations programs to obtain the needed philanthropic support for the growth and sustainability of Equest. This includes analysis, planning, execution, and evaluation of fundraising programs and strategies, identification of funding sources, donor cultivation as well as engaging sponsors in ongoing support activities, and building the donor base, while retaining current donors, with the ultimate outcome of maximizing donor revenue. The CDO will work in collaboration with the Chief Executive Officer (CEO), Development Team staff, the Board of Directors, Development Committee, Grant Writer, Publicist, program staff, interns, and volunteers to achieve Equest’s fundraising goals. In addition, the Chief Development Officer will ensure compliance with all funding requirements established by donors, foundations, institutions, and government entities.

Responsibilities Include (but not limited to):

**Fundraising:**

* With the Development team, prepares and implements, and monitors an annual comprehensive and strategic Development Plan that meets the fundraising and marketing needs of Equest including fundraising initiatives, special events, corporate and individual solicitations (including major giving and planned to give), sponsorships and gifts-in-kind support.
* Provides detailed plans of action for all approved fundraising programs including budgets and goals. Works with the development committee and staff to analyze the programs and plan for future activities.
* Makes direct, face-to-face solicitations, and assists the board and other staff with their solicitations.
* Works with the development team, committees, and contract vendors to execute well thought out and highly successful fundraising events.
* In collaboration with the CEO, Development team, development committee, brainstorms and fills chair and honorary chair positions for fundraising events.
* Insures and oversees the acknowledgement of donors through public and private recognition
* Tracks and reports on progress of fundraising programs throughout the year using specific metrics, when possible.
* Plans, reviews, implements, and evaluates all donor appeals to ensure retention/cultivation of current and new donors and cultivates gift-in-kind solicitations.
* Researches, identifies, and engages both donors and prospective donors, maintains on-going relationships and encourages long-term support of Equest’s mission, with optimum results.
* Work directly with CEO to leverage established relationships and to cultivate new development sources through networking and relationship-building.
* Responsible for the development and coordination of all donor recognition programs as well as all additional steps of the donor cycle including identification, cultivation, solicitation, and stewardship of all donors.
* Oversees the grant solicitation program and ensures accurate, high quality and timely submissions, as well as compliance/servicing of all grants.
* Insures the preparation of all content and materials needed for approved fundraising
* Manages effective systems for tracking and cultivating donors, and prospects through Equest’s database
* Mentors and trains the development staff, committee members, and the Board of Directors on how to have a successful attitude of philanthropy and achieve fundraising goals.
* Provides support staffing to the CEO for major donor related responsibilities (ex. scheduling meetings with donors, writing donor communications, etc.)
* Prepares development board reports.
* Manages and strengthen development processes and systems, including recordkeeping, gift acknowledgments, renewals, mailings, and calendar

**Marketing and Public Relations**

* Makes presentations to audiences both large and small, with varied demographics and purposes.
* Collaborates with the development team for the execution of a marketing plan including all marketing initiatives related to development. Oversees and insures quality control of the creation and updating of presentation materials and collateral including brochures, enclosures, fact sheets, and program specific info cards etc., which market the mission of Equest. Insures inventory is adequate to meet the demand for materials.
* Provides oversight of webpage maintenance—ensuring that new and consistent information (article links, stories, and events) is posted regularly
* Track and measure the level of engagement within the network over time
* Provides oversight of the management, development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, annual report, e-newsletters, and Equest’s website
* Works with the team and Publicist on all media marketing efforts.

. **General**

* Upholds the vision, mission, and values of Equest.
* Adheres to all PATH International standards
* Abides by all regulations, policies, and procedures of the City of Dallas, as they pertain to the Texas Horse Park
* Attends all special events
* Serves on committees as assigned.
* Attends staff meetings
* Attends all board meetings

**QUALIFICATIONS:**

The successful candidate must be extremely organized, skilled, and self-motivated with the ability to work both independently and with a diverse and productive team while displaying a positive attitude always. This person will be a talented at building relationships, listening to donors and prospects and has a bent for mentoring others. Working with deadlines and under pressure, as well as adhering to confidentiality are vital. Attention to detail is very important and a get-it done and passion for excellence are necessary to fit into the Equest culture. Bachelor’s Degree minimum

* A minimum of 8 years of nonprofit fundraising experience with a successful record of accomplishment in building donor relationships including closing gifts in the five and six-figure range. Capital campaign experience a plus.
* Possess the ability to build and maintain relationships efficiently. Exceptional communication and interpersonal skills. Ability to interact comfortably with individuals at all levels.
* The CDO must be comfortable creating and implementing expense and revenue budgets, and systems that support revenue tracking and generation. A significant degree of data analytics for understanding donor trends and track records
* A collaborative and collegial work style is necessary.
* Entrepreneurial spirit when it comes to attracting new donors
* Confidence and poise to work effectively with individuals of significant wealth.
* Be organized, prepared, detail-oriented and to follow through on promises.
* Must have the ability to empathize with donors and clearly communicate Equest’s mission.
* Must be w Proficiency in computer skills including use of Microsoft Office, and donor data bases. Familiarity with Salesforce a plus.