



## Community Engagement Director Job Description

**Job Title:** Community Engagement Director  
**Reports to:** Executive Director  
**Days and Hours:** 40 hours per week, exempt position

**Objective:** The Community Engagement Director is a key member of the leadership team responsible for driving philanthropic support and building long-term relationships that advance the mission of Southern Reins Center for Equine Therapy. With a focus on major gifts, corporate sponsorships, individual donor cultivation, and community engagement, this position serves as a strategic connector between the organization and the community.

The Community Engagement Director plays a key role in helping achieve the organization's total gross revenue goals across all donor contribution and fundraising categories by generating measurable results and driving new and expanded sources of support. A strategic, results-oriented approach paired with an engaging, relationship-driven communication style is essential to success in this role.

### Qualifications:

- Bachelor's degree in nonprofit management, communications, business, or development-related field; CFRE or advanced fundraising training is a plus.
- Minimum of 5 years of experience in development, donor relations, or nonprofit fundraising, with a strong track record in major gifts, corporate giving, and community engagement.
- Demonstrated success in cultivating new donor relationships and consistently meeting or exceeding fundraising goals.
- Knowledge of the Memphis philanthropic and business community strongly preferred.
- Strong, positive, and professional presence with the ability to represent the organization confidently in a variety of settings with the ability to inspire support for Southern Reins.
- Excellent written and verbal communication skills, with the ability to tailor messaging to diverse audiences.
- Strategic thinker and engaging public speaker who is comfortable presenting to individuals, businesses, and groups.
- Exceptionally organized, proactive, and resourceful, with the ability to manage multiple priorities and meet deadlines.
- High level of professionalism, discretion, and confidentiality in working with donor and organizational information.
- Proficient in donor management software (Salesforce) and Microsoft Office Suite.
- Reliable transportation and a current driver's license required.

### Professional Core Competencies Required:

- **Mission-Focused & Relationship-Oriented:** Builds meaningful, values-aligned connections with donors and partners.
- **Strategic & Results-Driven:** Aligns fundraising strategies with measurable revenue and engagement outcomes.
- **Professional & Personable:** Projects warmth, confidence, and credibility in all internal and external interactions.
- **Collaborative Leader:** Works in close partnership with leadership, Board members, and volunteers.
- **Engaging & Consultative Communicator:** Inspires support through thoughtful storytelling and donor-centered outreach.

## **Key Responsibilities:**

### **Donor Cultivation and Stewardship**

- Identify, cultivate, solicit, and steward individual donors and prospects, with a focus on major gifts and long-term giving.
- Create and implement an annual development plan with strategies for donor growth and retention.
- Serve as the primary relationship manager for a portfolio of individual donors, ensuring consistent, timely, and meaningful communication through written correspondence, email, phone, and in-person meetings.
- Provide personalized stewardship to deepen donor engagement and articulate the impact of their giving.
- Develop and implement strategies for planned giving and peer-to-peer fundraising initiatives.

### **Corporate and Community Partnerships**

- Cultivate and manage corporate relationships to secure financial sponsorships, program support, and in-kind contributions.
- Develop and implement a strategy to grow corporate giving, including matching gifts, employee giving campaigns, and volunteer engagement.
- Serve as a representative of Southern Reins at speaking engagements, networking events, and community forums to elevate visibility and foster new partnerships.
- Leverage relationships with civic leaders, advisory board members, and business partners to expand organizational reach and philanthropic impact.

### **Event-Based Fundraising**

- Secure sponsorships and high-level support for annual fundraising events including the Jockeys & Juleps Derby Party and Southern Supper.
- Cultivate donors and prospects through events, ensuring each event serves as a platform for both fundraising and relationship-building.
- Represent Southern Reins at events to steward sponsors, engage guests, and build connections that extend beyond the event itself.

### **Grant & Foundation Support**

- Research and identify grant opportunities aligned with Southern Reins' programs and services.
- Collaborate with the Executive Director to support proposal development, data collection, and timely reporting.
- Maintain a calendar of grant deadlines and submission timelines and support the Development Committee in grant prospecting and tracking.

### **Revenue Accountability**

- Monitor fundraising performance and provide regular reports to the Executive Director and Development Committee.
- Use data to evaluate donor trends, measure outcomes, and refine strategies to maximize revenue and retention.
- Develop and execute a plan for new donor acquisition and conversion to long-term support.

### **Data, Reporting & Administration**

- Maintain detailed and accurate records of donor activity and communications in the organization's CRM (e.g., Salesforce).
- Prepare fundraising progress reports, campaign summaries, and stewardship plans for internal and Board use.
- Ensure consistent donor follow-up, recognition, and reporting practices that support long-term engagement.

**Organizational Expectations:**

- Responsible for meeting the organization's total gross revenue goals in all donor contribution and fundraising categories.
- Support and partner with staff and Board members on all major fundraising initiatives.
- Represent Southern Reins with a high degree of professionalism at events, networking and nurturing new and existing relationships.
- Maintain an expert knowledge of Southern Reins' programs and mission outreach.
- Occasional evening and weekend work is required for donor events, meetings, and community outreach.
- Local travel is expected to maintain donor relationships and represent Southern Reins in the community.