

COMMUNITY ENGAGEMENT DIRECTOR

Reports to the Executive Director

Full-Time, Exempt Position

Minimum Salary \$60,000



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.
- Excellent organizational skills with the ability to meet deadlines.
- Proficient in donor management software (Salesforce) and Microsoft Office Suite.
- Reliable transportation and a current driver's license required.

PROFESSIONAL CORE COMPETENCIES

- **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.

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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.

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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.

Top 10 Reasons to Join Our Team:



**Rewarding and Fun
Work Environment**



**Competitive
Compensation**



**Excellent Work-Life
Balance**



**Career Development
Opportunities**



**PATH Intl. Certification
Reimbursement**



**Health Care
Benefits**



**Generous Paid
Time Off**



**Friendly and
Supportive Staff**



**Collaborative and
Inclusive Culture**



**We Take Care of
Our People**

The Community Engagement Director position is a full-time, 40-hour-per-week role, Monday through Friday, offering competitive compensation and benefits, and a flexible work schedule to support work-life balance. Some evening and weekend hours may be required for events and community engagement activities.

To apply, please submit your cover letter with salary requirements and a detailed resume to Jill Haag, Executive Director, at jill.haag@southernreins.org. This position offers the opportunity to work and grow in a collaborative, inclusive, and mission-driven environment with competitive pay, healthcare benefits, generous paid time off, and opportunities for professional development. Join our team and discover the joy of making a difference every day.

Founded in 2015, Southern Reins Center for Equine Therapy is a nonprofit organization dedicated to enriching the lives of children and adults with disabilities and hardship through the transformative power of horses. Located in Collierville, TN, we proudly serve individuals across six counties in Western Tennessee and Northern Mississippi. As a Premier Accredited Center through PATH Intl., we provide year-round equine-assisted services that promote physical, cognitive, emotional, and social growth. Each year, we are honored to support hundreds of participants and their families, offering hope, healing, and meaningful progress while celebrating their ability and improving their overall quality of life.

Applicants who do not meet the minimum qualifications or application packages that do not include the information requested above, will not be considered.