ENGAGEMENT OFFICER

Background
We are Colorado Horse Rescue, a 501(c)(3) nonprofit organization working continuously to reimagine what’s possible and create a reality where safe solutions exist for every horse. We are advocates and strategists. Thinkers and doers. A passionate team with full hearts, helping hands and the vision to rescue horses in Colorado and beyond. For more information about CHR’s programs, services, and activities, visit www.chr.org.

Primary Role
As an enthusiastic Engagement Officer, you will develop and maintain relationships with donors and our larger CHR community while supporting all fundraising activities. You will work closely with the Director of Development to develop creative ways to increase CHR’s fundraising and independently execute new ideas. You will lead the planning, organization, and implementation of donor events of all sizes, including coordinating our annual Mane Event.

You are an integral part of furthering our mission by cultivating mid-level donor engagement and are responsible for complete oversight of the membership program. The Engagement Officer will carry a portfolio of both mid-level donors and grant making agencies with responsibility for all aspects including identifying, cultivating, soliciting, and stewardship. In addition, you will have primary responsibility for keeping all monthly donors engaged with CHR.

As the primary written communication specialist and grant writer for the organization, the Engagement Officer will submit grant proposals to obtain funding support from foundations and corporate funders. Responsible for $100k+ in applied grant revenue annually, you will document and produce status reports on all grant writing activity. You serve as the primary contact and hold responsibility for developing relationships with all grant making foundations and staff. You manage all written communications, this includes but is not limited to direct mail appeals, e-mail outreach, thank you correspondence, and development platforms (Charity Navigator, Candid, Colorado Gives).

Core Responsibilities

- Work closely with the Director of Development to identify potential sources of revenue with strong ROI and track the progress and effectiveness of these campaigns
- Identify, qualify, and cultivate mid-level donors by carrying a robust portfolio and increasing engagement with both prospective and existing donors as well as foundations
- Deliver major fundraising programs including, but not limited to, our bi-annual mail appeals and Colorado Gives Campaign
- Serve as the lead event planner for fundraising events from organizing creative smaller events intended for specific donor demographics to the execution of our annual Mane Event fundraising gala
- Ensure all monthly donors are engaged with CHR and build this platform alongside the membership program
- Provide compelling copy for digital marketing and campaigns, generate strong and personal acknowledgements to donors and granting agencies, and report on key metrics
- Maintain a sound knowledge and understanding of CHR’s mission, goals, programs, target population, and vision. Use this information to prepare accurate, compelling grants and other written reports and communication
• Write high-quality grant proposal narratives, applications, and supporting documents by staying current on CHR programs and trends within the equine welfare field
• Manage the grant proposal submission process to ensure timely submission of all required materials and increased funding
• Track engagement with all constituents and maintain current records on all grant correspondence, develop and maintain a proposal/reporting calendar, and follow-up on the progress of submitted proposals
• Perform prospect research on foundations and corporations to secure new prospects for corporate and foundation funding
• Provide administrative support as needed and assist with any other projects as directed by the Director of Development

Common CHR Team Responsibilities

All CHR team members have these common responsibilities:

• Understand and incorporate CHR’s mission, goals, and brand in all outreach
• Effectively represent CHR to relevant partners and the community to increase awareness, referrals, and contributions
• Serve as an advocate for CHR before stakeholders, partners, and the general public
• Understand the current needs of CHR programs and seek to meet those needs by securing resources and partnerships with other agencies, nonprofits and community partners

Requirements

A successful Engagement Officer is creative, open to implementing new ideas, a problem-solver, detail-oriented with above-average organizational skills as well as strong verbal and stellar written communication skills. You should work naturally within a team environment as well as possess strong project management skills and the ability to work with little supervision.

• Proven knowledge of fundraising
• Ability to create strong interpersonal connections with individuals, building upon relationships with the goal of fully engaging donors, partners, and the community
• Proficient at articulating CHR’s message and mission at the highest levels
• Strong relationship cultivation skills – communication with donors and sponsors to maintain strong relationships and ensure retention and growth in giving
• Discernment to introduce the ED and Director of Development to constituents as applicable in order to develop loyalty with the organization
• Familiarity with basic gift accounting principles, relevant IRS rulings, and charitable gift guidelines
• Understanding of professional fundraising ethics and codes of conduct and the ability to maintain privacy and confidentiality of constituent information
• Excellent verbal and written communication skills, strong interpersonal skills with the ability to work collaboratively across all levels
• Self-motivated and pro-active in setting and foreseeing deadlines for completing tasks and projects
• Analytical skill to work with data to create reports to show the effectiveness of current and past engagement efforts
• Administration of fundraising campaigns – organizing and tracking fundraising events to expand funding opportunities
• Technically skilled with Microsoft Office suite and a working knowledge of Raiser’s Edge and/or management of relationship management database tools
• Bachelor’s degree required
**Salary and Benefits**

The Engagement Officer position is 40 hours a week. This is an exempt position with a salary range of $48,000 to $58,000 commiserate with experience. One weekend day may be required at times. CHR offers full-time employees platinum health, dental and vision insurance for $50 per month. We also encourage employees to participate in our matching simple IRA program. CHR’s flexible vacation policy allows employees to take as much leave as they need. Employees need time to rest and enjoy themselves outside work. Eliminating the cap on this important personal time helps our effort to achieve high levels of team satisfaction and productivity.

**COVID-19 Policy**

We have compassion and care about our employees, our volunteers, and the community. In a continued effort to ensure the safety of our employees, volunteers, and community members, all Colorado Horse Rescue employees are required to be vaccinated against the COVID-19 virus or have an approved medical or religious exemption. New employees will be required to provide proof to their status upon hire or have an approved medical or religious exemption.

**Work Environment**

Comfortable working in an office setting, touring the ranch, hosting interactions with horses, and working remotely through engaging in video conference communications. The employee will interact with staff, consultants, and outside vendors, therefore he/she may be subjected to interruptions throughout the workday. The position will require flexibility to meet with current and prospective donors early mornings, evenings, and weekends, as needed. Travel locally and regionally can be expected.

**Physical Requirements**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The ability to walk, stand and host community members outside in all types of weather as well as the ability to sit for sustained periods of time. The vision requirement includes close vision.

**EEO Statement**

At Colorado Horse Rescue, we don’t just accept difference — we celebrate it, we support it, and we thrive on it for the benefit of our employees, our services, and our community. CHR is proud to be an equal opportunity workplace. We celebrate diversity and do not discriminate based on race, religion, color, national origin, sex, sexual orientation, age, veteran status, disability status, or any other applicable characteristics protected by law. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. The more inclusive we are, the better our work will be.

**Application Process**

Let us know you are interested in this position by sending an email using the subject ENGAGEMENT OFFICER to Shawna English at senglish@chr.org. Please be advised that incomplete applications will not be considered.
In your email, please include the following:

1. Your resume attached in a PDF format

2. Three references with contact information (email address and phone number)

3. The answers to the following four questions:
   - What are you looking for in your next role and what has encouraged you to apply for this role?
   - Tell us something interesting about yourself and why you would be a great fit for our team.
   - Tell us about your experience in development and why you have chosen the fundraising profession?