



Equestrian Business Development Officer Job Description

JustWorld International, Inc.

Title: Equestrian Business Development Officer

Location: Wellington, Florida (Flexible)

Full-time position (Flexible hours)

Competitive Salary

Primary Responsibilities:

The Equestrian Business Development Officer's responsibilities include: identifying new donors, equestrian events, and funding sources; planning and implementing efforts to cultivate and solicit them with the goal of increasing our donor base and affiliate resources for operations and programs; and planning and carrying out efforts to renew gifts from current donors, foundations and sponsors. Seek out and secure equestrian corporate partnerships.

Applicant must have administrative skills, professional understanding of and experience in development, social skills needed to work effectively with donors and colleagues. The applicant should have a strong comprehension of the equestrian community and industry. This position is part of our management team and requires working closely with the Executive Director, the Projects Manager, and the Board of Directors.

Job description includes:

- Preparing a business plan and budget for development needs as part of the annual budget process; overseeing the implementation of that budget with the Executive Director, projects manager and BOD.
- Cultivation and solicitation of current and prospective donors (being the lead person but in conjunction with Executive Director and team).
- Creating new fundraising vehicles, such as a planned giving campaign, endowment fund, membership club, promotion of project menu's, sponsorships and naming opportunities.
- Preparing and presenting grant/sponsorship proposals (together with projects manager and Executive Director).
- Communicating with donors on a timely and regular basis.
- Follow up and implementation of partnerships with corporate sponsors and horse show event partners (Creating and implementing MOU's).
- Targeting key locations and audiences for fundraising events and donor recognition (partner shows and

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others).

- Working closely with Executive Director with BOD, Advisory board and Technical Official and rider Ambassadors, to promote their active involvement in fundraising.
- Drafting reports to foundations, corporate sponsors and donors who contribute or fund projects, as well as updates to the Board of Directors.
- Maintaining an effective and adapted fundraising database.
- Writing solicitation and acknowledgement letters and telephone calls.
- Expanding on current fundraising activities and develop new ones including new initiatives.

Responsibilities:

- Create and implement annual development/business plan and strategy.
- Lead other staff to support fundraising and marketing efforts.
- Cultivate and nurture relationships with current and potential corporate & Foundation sponsors, and individual donors (acting as lead coordinator, with support from the JWJ team).
- Write grant proposals and reports to corporate, foundation, funders (in conjunction with Projects Manager).
- Develop and grow our individual donor base; create and manage annual giving campaign; cultivate major gifts.
- Develop and implement comprehensive marketing and public relations strategy (with help from JWJ team and outside sources).
- Coordination, preparation, and execution of fundraising events (at partner horse shows and stand alone fundraisers), including preparation of budgets for events.
- Coordination with suppliers and sponsors (development and maintenance of these relationships).
- Oversee all partner contracts with suppliers and partner events and put in place memorandums of understanding between each one and JustWorld.
- Management of JustWorld booth and activities at partner events and coordination of other JWJ staff , volunteers, and ambassadors and run the other activities at partner equestrian

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events.

Qualifications:

- Bachelor's Degree (minimum).
- Proven track record of achieving annual revenue targets.
- Strong knowledge and familiarity with the equestrian community and most notably the show jumping industry.
- Proven management and leadership capabilities.
- Experience working with Senior Level executives in a corporate context.
- High energy, positive, "can-do" attitude, flexibility, teamwork, and attention to detail; high degree of initiative.
- Strong verbal communications skills and demonstrated ability to write clearly and persuasively.
- Demonstrated ability to think strategically and thorough understanding of strategic development.
- Demonstrated ability to prospect, cultivate, and manage new accounts.
- Strong partnership-building skills.
- Thorough understanding of all components of a diversified funding base.
- Excellent computer skills and knowledge of data base programs.

An applicant should have the following qualities:

- A sincere interest in the plight of impoverished children in the developing world and a desire to help them break the cycle of poverty through education.
- Ability to handle multiple development tasks simultaneously.
- Competency with computers and databases.
- Interest in the equestrian sport and/or industry.
- Flexibility of work schedule, as many events and opportunities to meet current and prospective donors take place on weekends.
- Flexibility to travel within the United States and abroad.

Applicants should submit a cover letter and resume with names and phone numbers of three professional references to jwinfo@justworldinternational.org

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