



**Job Posting – Fund Development & Community Engagement Officer
Full Time Contract**

Our Mission: Improving the quality of life of individuals with special needs through equine therapies

Our Vision: A Centre of Excellence for Innovative Equine Therapies

About WETRA

Since 1963 the Windsor –Essex Therapeutic Riding Association has provided equine related activities for the purpose of contributing positively to the cognitive, physical, emotional and social well-being of people with disabilities.

At WETRA we believe that a positive relationship with a horse is a helpful step towards practicing the social skills needed to initiate closer relationships with people. Horses react as a mirror to the emotions of the participant and by working with horses, people can learn the most valuable of lessons, that by changing ourselves, we have the ability to change our world around us.

The farm environment eliminates negative distractions and pressures. In addition, behaviour, attentiveness, teamwork and willingness to work have a correlation to life's basic needs such as: food, shelter, and comfort. WETRA offers each participant the opportunity to work with, love, care for, and learn from horses.

The Opportunity

WETRA is a not for profit that relies heavily on outreach to the community to raise funds to maintain its services. The Fund Development and Community Engagement position would have the candidate research, write and maintain any available grants pertaining to the mission of WETRA. The position would also have the candidate raise awareness with the aims of promoting WETRA to both community agencies and philanthropists alike. The position would also require the candidate to assist with the management of social media outlets to keep it current with trends and society. The candidate will work alongside and report to the Executive Director.

The Ideal Candidate

The Fund Development Officer will possess an innovative business mindset and entrepreneurial approach focusing on maximizing current donation revenue streams while looking towards long term sustainability and donation revenue growth. The ideal candidate will utilize data, analysis, metrics and measurements to confidently make decisions and drive our efforts forward while having an authentic culture of philanthropy with compassion for our cause.

Key Areas of Responsibility

The Fund Development and Community Engagement Officer will:

- Correspond with stakeholders where necessary to convey opportunities that are philanthropic in nature
- Keep all relevant stakeholders up-to-date with changes within the organization and future goals
- Manage all donation correspondence with stakeholders, engaging them in WETRA's growth
- Responsible for conducting the full range of activities required to research, prepare, submit, and manage grant proposals to Federal, Provincial, Municipal, foundation and corporate sources
- Make appointments with foundation officers and other prospects, arrange for onsite tours
- Create static correspondence templates to ensure uniformity within WETRA's external outreach
- write speeches, press releases, or other promotional materials to increase awareness of the causes, missions, or goals of WETRA
- Identify conventions or other forms of outreach that would suit WETRA with their outreach goals
- Manage and maintain WETRA's presence in all social media forums (Twitter and Facebook among others)
- Develop long term marketing strategies that fit WETRA's vision

Qualifications:

- Bachelor's degree in a related field.
- A minimum of two years of relevant development experience in a non- profit environment, Grant writing/Fundraising experience required.
- Excellent communication skills, both oral and written
- Excellent organizational and interpersonal skills
- Must be able to work independently with a high degree of accuracy and attention to detail
- Ability to multitask and meet multiple deadlines with a high degree of accuracy
- Strong interpersonal skills demonstrated through building relationships with clients, colleagues and the community
- A strong familiarity and understanding of social media norms and practices
- Creativity is integral
- Editing, proofreading, layout and design and the ability to present concepts are essential
- Advanced computer skills in Windows and MS Office suite
- A firm grasp of Photoshop, InDesign, Illustrator and/or, other graphical software is considered an asset
- A positive attitude and an open mind to learning about WETRA and what they represent in their community
- Some local travel will be required. A valid Driver's Licence and own transportation to our rural setting is essential
- A valid vulnerable sector police clearance

Hours of Work: Thirty (30) hours/week, flexibility required to prepare and/or attend events

Salary: \$30,000 annually with comprehensive benefit package (benefits begin upon successful 3 month review)

Please forward your cover letter and resume clearly stating how your skill and experience meet the position requirements by Friday, March 30, 2018

Email: WETRA Executive Director beckymills@wetra.ca

Note: only those candidates deemed suited by our administration will be contacted for further review by way of questionnaire which will lead to interview selections