

## DEVELOPMENT & MARKETING DIRECTOR

### Dove Creek Equine Rescue | Canyon, Texas

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**Job Hours:** Flexible hours (20 - 25 hours/week) but more before, during, and after special events. Must be able to attend weekly staff meetings (either in person or by Zoom), monthly board meetings, and committee meetings.

**Pay:** The contractual fee will be commensurate with experience and will be contracted on a monthly amount and paid twice monthly. Expenses will be reimbursed with proper proof/receipts. The position does not include medical or retirement benefits.

#### **Join our Mission to Heal and Transform Lives:**

Dove Creek Equine Rescue (DCER) stands as the Texas Panhandle's premier 501(c)(3) nonprofit dedicated to equine welfare. Founded in 2012 by Laurie Higgins-Kerley, DCER has earned prestigious accreditation from the Global Federation of Animal Sanctuaries—one of only four such recognized facilities in Texas.

Our core mission encompasses the complete journey of horse rehabilitation: rescuing, restoring, rehabilitating, and rehoming horses that have suffered neglect or abandonment. Since our inception, we've assisted 250 horses and barnyard animals from often dire circumstances.

DCER has expanded beyond animal rescue through our innovative *Led by Horses* program, which provides equine-assisted learning and coaching for humans facing life challenges. This holistic approach creates a unique healing environment for both animals and people.

Our success stems from a robust foundation: a dedicated volunteer community, experienced professional staff, an engaged board of directors, and sound financial management guided by a comprehensive strategic plan.

***At Dove Creek, we live by our motto: "We believe all beings – horses and humans – deserve a safe place to heal. Dove Creek is that place."***

#### **THE ROLE**

We're seeking a passionate development leader who will champion our mission through strategic fundraising and storytelling. As the bridge between our rescue and our supporters, you'll cultivate authentic relationships that transform compassion into action. Guided by our values of collaboration, compassion, healing, and responsibility, you'll help donors connect their generosity to real impact while honoring the vibrant culture established by our founder, Laurie Higgins-Kerley.

While previous equine experience is welcomed, it's not required—the transformative power of connecting with our magnificent herd in their canyon sanctuary has a way of inspiring even the most seasoned professionals to new heights of creativity and purpose. Your empathy, authenticity, and ability to understand what motivates our supporters will be the foundation of your success in this pivotal role.

## **YOUR IMPACT**

### **Strategic Communications & Growth**

- Develop and implement comprehensive marketing strategies across all channels (website, email, social media, print) to effectively showcase our work, impact, events, and programs supporting organizational growth.
- Design and execute marketing and fundraising campaigns that expand our contact database, attract new donors, and strengthen organizational relationships.

### **Creative Partnerships**

- Collaborate with Laurie Higgins-Kerley and staff graphic designer to establish and maintain productive relationships with marketing partners, printers, and media outlets.

### **Media Relations**

- Create and distribute compelling press releases to promote DCER events, activities, and newsworthy developments.
- Plan and coordinate media events and schedules to maximize organizational visibility.

### **Marketing & Communications**

- Create through collaboration with staff compelling campaigns that share our story and impact
- Drive media relations and community engagement

### **Development & Donor Relations**

- Cultivate meaningful relationships with donors and corporate partners
- Implement strategies to grow monthly donor program
- Ensure timely donor recognition and stewardship

### **Strategic Leadership**

- Design comprehensive annual fundraising and marketing plans
- Lead successful fundraising events including our Sunset Dinner and Unbridled Art Auction
- Track progress against goals and report to the Board of Directors

## **THE IDEAL CANDIDATE**

- Proven fundraising and marketing experience
- Passion for our mission of healing horses and humans
- Excellent communication and relationship-building skills
- Experience with CRM software (Bloomerang preferred)
- Self-motivated with strong organizational abilities
- Desire to work in a collaborative, values-driven environment

## **APPLY NOW**

Working at Dove Creek Equine Rescue means joining a thriving community of professionals, volunteers, and board members committed to creating lasting positive change in a truly inspiring setting. Our stunning canyon location offers natural beauty that rejuvenates the spirit daily - canyon walls, native wildflowers, and blue sky provide an extraordinary backdrop for meaningful work. Plus, falling in love with our amazing herd as they roam freely on 500 acres is a guaranteed job perk that never grows old!

**Email your resume and cover letter to:**  
Laurie Higgins-Kerley, Executive Director  
[laurie@dovecreekequinerescue.org](mailto:laurie@dovecreekequinerescue.org)