



Protecting the places that make the Feather River region special

Development Director

Job Description

EMPLOYMENT CLASSIFICATION: Full-time salaried position; exempt.

LOCATION: FRLT Main Office, 75 Court Street., Quincy, CA 95971 (on-site or hybrid in region)

TO APPLY: Please send the following to apply@frlt.org:

- A current resume
- A cover letter (1-page) sharing your background/experience and why you believe you are a good fit for this role
- Candidates with strong potential for hire will be asked to provide references and work samples
- **The deadline to submit application materials is March 31, 2024.**

POSITION SUMMARY:

The Development Director is responsible for the strategic development and execution of a comprehensive fund development and communications program that secures the resources needed to sustain and grow the entire scope of FRLT's work in the Feather River Watershed—the largest watershed in the Sierra Nevada.

They will strategically lead a team to plan and implement all fundraising and communications activities, including major donor cultivation and solicitation, planned giving activities, direct mail, membership program, grant program, and capital campaigns. This is an opportunity to play a leadership role in shaping the future of a “grassroots and growing strong” local nonprofit. We are excited to welcome a new leader who shares our team's passion, creativity, and commitment to working collaboratively to make a lasting impact in the Feather River region.

A successful Development Director will enthusiastically engage donors, understand motivations for giving, and offer meaningful opportunities to past, current, and future donors to support FRLT's work. They will be an experienced leader who fosters a collaborative work environment and will manage a team of four, with additional contractors under management as required. They report to the Executive Director.

JOB RESPONSIBILITIES:

Strategic Planning & Department Management

- Set fundraising strategy and goals and actively manage all fundraising activities to support the annual operations, programs, and long-term financial security needed to advance FRLT's mission
- Manage, support, and mentor a team of four, including Senior Development & Communications Associate, Development & Communications Associate, Membership & Grants Coordinator, and part-time Planned Giving Coordinator
- Work with the Executive Director and Director of Operations to prepare and manage an annual budget for the fund development program
- Set standards and procedures for usage of Development team software and databases, manage software vendor relationships, and track trends in tools/platforms to consistently improve FRLT's development operations systems, with support from staff

- Ensure that FRLT is operating in accordance with Land Trust Alliance Standards and Practices and regularly define and improve fund development policies, in consultation with Board of Directors
- Engage and oversee the Fund Development Committee comprised of Board members and volunteers to assist and implement fund-raising strategies
- Report fund development progress to the FRLT Board at regularly scheduled meetings
- As a leader at FRLT, the Development Director will be part of the management team and engage with other Department leaders to help shape overall strategy and policy and actively solve problems

Fundraising & Donor Engagement

- Lead 2-3 annual membership campaigns that build strong, lasting relationships with individual donors; ensure that donors can accomplish their charitable goals while building major gift potential over time
- Co-lead capital campaigns with staff and partners for land protection, infrastructure improvements, land stewardship, interpretive programs, and property endowments
- Research, cultivate, and solicit support from foundations, businesses, and major donors
- Coordinate special donor events, celebrations, and tours
- Oversee the membership development program, including analyzing membership data to define appeal approaches and developing messaging, processes, and schedules for direct mail and digital appeals
- Oversee CRM management and ensure consistent gift tracking and donor acknowledgement
- Help to strengthen and grow FRLT's planned giving program

Communications & Marketing

- Develop marketing strategies to grow FRLT's audience and engagement across multiple channels
- Direct and support the planning, creation, and use of all fundraising and communications collateral (e.g., impact reports, newsletters, appeals, presentations, brochures, blogs, articles, and press releases)
- Establish processes for tracking analytics from digital platforms and integrating into marketing strategy
- Coordinate public outreach activities, including public relations, public presentations, promotions, and special events (e.g., donor functions or tours)
- Support the Public Programs Manager in developing and growing programs and participate in public events as needed, including speaking publicly at events

Grants Management

- Research and qualify grant prospects, review grant opportunities, lead strategic prioritization of grant solicitations, and write/review grant proposals to foundations and agencies (state and federal)
- Ensure grant application and reporting requirements and deadlines are met
- Lead writing, reviewing, editing and reporting for grants, delegating grant responsibilities as appropriate and coordinating with project managers
- Develop and maintain procedures, systems, and templates for effective management of grants
- Review and analyze grant expenditure reports to ensure accuracy of financial tracking based on grant agreements, in coordination with project managers and the Operations team

EXPERIENCE AND EDUCATION:

Job duties require knowledge and skill equivalent to seven to ten years of relevant experience—with increasing responsibilities—in fundraising, marketing, communications, or nonprofit management, and the completion of Bachelor's or Master's degree in a related field. Consideration will be given to candidates demonstrating comparable qualifications acquired through any combination of relevant education and experience.

DESIRED QUALIFICATIONS & ATTRIBUTES:

The skills and attributes listed are guidelines. Your education, work experience (both paid and volunteer), and life experience all contribute to your skills and competencies. If you have a good number of qualifications listed, we encourage you to apply.

- Senior-level fundraising or marketing experience with progressive levels of responsibility and leadership
- Experience directly leading, motivating, and managing a team
- Experience building and growing an inclusive, community-based membership program at all levels
- Proven ability to energetically recruit, engage, and retain donors and ensure a positive donor experience; success securing gifts of \$10,000 and above preferred
- Experience writing and winning grants from foundations and/or state or federal agencies
- Strong aptitude for managing and using data to drive strategy and experience working with CRMs; additional experience with content management systems or digital marketing platforms a plus
- Understanding of digital marketing including social media, email marketing, and websites; deeper experience with marketing a plus
- Excellent written communication and public speaking skills
- Committed to conservation and FRLT's mission, with an ability to translate this into an exciting vision when communicating with donors and staff
- A self-aware leader, with strong interpersonal skills, who values collaboration and open communication, and challenges themselves to learn and grow professionally
- A demonstrated commitment to promoting the values of Diversity, Equity, Inclusion, and Justice
- Strong proficiency with MS Office Suite
- Must have own vehicle, valid driver's license, and be willing to travel on short notice within region, with 2-3 trips outside of region annually

CONDITIONS OF EMPLOYMENT:

- Salary: This salary range for this position is \$84,240 to \$109,914 annually, depending on experience and qualifications.
- Benefits: The benefits package includes accrued PTO (all-in-one PTO program) and daily paid time for personal wellness. After 60 days, employees are eligible to enroll in Medical/Dental/Vision Insurance (50% premium paid), and after 90 days are eligible to enroll in FRLT's retirement program (SIMPLE IRA with 3% matching). Our team values personal growth and professional development. We enable training and development opportunities when funding allows.
- Hours and Location: This is a full-time salaried position (exempt). The Development Director is expected to live within the Feather River region and will have an office in Quincy. A partially remote/hybrid schedule may be permitted once an employee has demonstrated strong performance and an ability to work independently offsite and manage a team without adverse impacts. The Development Director will travel regularly for meetings or events across the Feather River Watershed (from Chester to Sierra Valley) and occasionally overnight to other areas of Northern California. This role requires working occasional nights and weekends, particularly in the spring and summer months.