



## POSITION PROFILE

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# Development Director Feather River Land Trust

Quincy, CA

The Feather River Land Trust is seeking an experienced and strategic leader to guide our fundraising, marketing, and communications and to sustain and grow FRLT's success as a leading local conservation organization in Northern California.

Sierra Valley Wetlands © Andy Wright/Lighthawkphoto



protecting the places that make the Feather  
River region special

[frlt.org](http://frlt.org)

# THE ORGANIZATION

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The Feather River Land Trust was founded in 2000 by a group of local volunteers and has grown into a nationally accredited land trust operating in the Feather River Watershed—the Sierra Nevada’s largest watershed and a source of drinking water for 27 million Californians.

## *Our Mission*

We conserve the lands and waters of the Feather River region and steward their ecological, cultural, and educational values for current and future generations. We achieve our mission in three ways:

We **CONSERVE** publicly important lands, waters, and wildlife habitat, using a variety of conservation methods including conservation easements, Indigenous land return, and fee-title acquisition.

We **CARE FOR** protected lands and maintain, restore, and enhance land health and historical and cultural resources.

We **CONNECT** people of all ages to the land, nurturing and restoring our relationship to the natural world with nature-based education, recreation, and stewardship activities.

## *Our Impact*

- Over 118,000+ acres conserved
- 2,500 kids served annually through Learning Landscapes
- 5 nature preserves with public access + Sierra Valley Preserve Nature Center



Lake Almanor and Lassen Peak © Betty Bishop

# THE OPPORTUNITY

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## *Position Summary*

FRLT is seeking an experienced leader to guide the strategic development and execution of a comprehensive fund development and communications program that will sustain and grow revenue to advance FRLT's mission. They will join a passionate and experienced team and work collaboratively to shape the future of our "grassroots and growing strong" local nonprofit. The Development Director leads all aspects of fundraising, marketing, and communications, including major donor cultivation and solicitation, planned giving, direct mail, annual giving, grant program, and capital campaigns. We are excited to welcome a new leader who shares our team's passion, fosters a positive work environment and a culture of philanthropy, and is motivated to make a lasting impact in the Feather River region.

A successful Development Director will be a relationship-focused fundraiser with experience soliciting and securing major gifts. They will enthusiastically engage supporters, understand motivations for giving, and offer supporters meaningful opportunities to contribute to FRLT's core programs, initiatives, and capital campaigns. They will be an experienced manager overseeing a team of three with additional contractors under management as required. As part of the leadership team, the Development Director will work closely with the Board, Executive Director, and other team leads to shape overall organizational strategy, identify opportunities, and solve problems.

## *Key Responsibilities*

### **Strategic Fundraising Leadership**

- Develop a comprehensive fundraising strategy to actively grow FRLT's donor base at all levels
- Collaboratively lead the fundraising team to grow major giving and manage a portfolio of donors and prospects to secure leadership gifts
- Lead giving circle programs (Vision, Legacy, Monthly) and personally build lasting relationships with individual donors to ensure donors can accomplish their charitable goals
- Co-lead strategy and execution of special campaigns for key programs, land acquisitions, capital improvements, and property endowments, developing strong cases for giving
- Lead institutional giving, cultivate new partners, and develop strategies to secure new sources of funding from foundations, partners, and businesses
- In partnership with team, plan and implement donor events, celebrations, and tours
- Strengthen and grow FRLT's planned giving program
- Represent FRLT in community and public forms including through speaking engagements to build philanthropic support for mission
- Build relationships with professional advisors and stay abreast of trends and tools in philanthropy to guide strategy

## **Organizational Leadership**

- Lead and mentor Development and Communications team members, set team objectives and workplans, and manage department vendors and contractors
- Regularly report department activities and impact to FRLT Board, partners, and funders
- Cultivate a culture of philanthropy at FRLT, establishing a Fund Development Committee and supporting staff, Board, and volunteers to be fundraising ambassadors

## **Operations & Systems Management**

- Manage department software and databases and platforms (CRM, events, donor search, and email marketing) and streamline operations between systems
- Ensure fundraising and communications data is clean and well-structured, conduct data analyses, and establish processes to integrate insights into fundraising and marketing approaches
- Ensure consistent gift tracking, timely donor acknowledgement, and compliance with ethical fundraising standards and legal requirements
- Enhance and develop policies and standard operating procedures to guide department functions

## **Communications, Marketing, and Public Engagement**

- 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
- Coordinate and deliver public outreach activities, including public relations, public presentations, promotions, and special donor and fundraising events

## **Grants Management**

- In coordination with Executive Director and fundraising team, develop grants strategy, qualify grant prospects, lead strategic prioritization of grant solicitations
- Oversee management of grants, coordinating with team to ensure grant deadlines and reporting requirements are met and play a lead role on team in writing and reviewing grant proposals as needed



White-faced Ibis © Andy Wright/Lighthawkphoto

## Candidate Profile

The qualifications listed are guidelines. Your education, work experience (both paid and volunteer), and life experience all contribute to your skills and competencies. If you feel you meet 75% of the qualifications listed, we encourage you to apply.

### QUALIFICATIONS & ATTRIBUTES:

The role of the Development Director requires knowledge and skills equivalent to:

- Seven to ten years of relevant experience—with increasing responsibilities—in fundraising, marketing, communications, or nonprofit management, and completion of 4-year college degree in a relevant field of study. Consideration will be given to candidates demonstrating comparable qualifications acquired through any combination of relevant education and experience.
- Senior-level fundraising or marketing experience with progressive levels of responsibility
- Proven ability to energetically recruit, engage, and retain donors and ensure a positive donor experience, with success securing gifts of \$10,000 and above
- A masterful communicator with compelling presentation and public speaking skills
- Experience directly leading, motivating, and managing a team
- Experience writing and winning grants from foundations and/or state or federal agencies
- An aptitude for using data to drive strategy and experience working with various CRMs, content management systems, digital marketing platforms, and websites
- Familiarity with conservation and passion for FRLT's mission, with an ability to translate this into an exciting vision when communicating with donors and staff
- Strong proficiency with MS Office Suite
- A self-aware leader who values open communication and is motivated to grow professionally
- Must have own vehicle, valid driver's license, and be willing to travel on short notice within region, with 3 to 4 trips outside of region annually

## COMPENSATION AND BENEFITS

The starting salary range for this position is \$80,000–\$109,000, depending on experience and qualifications. The benefits package includes flexible Paid Time Off (PTO), paid time for personal wellness, and after an introductory period, eligibility for all FRLT benefits, including the opportunity to enroll in Medical/Dental/Vision Insurance (50% premium paid) and retirement program (SIMPLE IRA with 3% matching of yearly earnings). This is a full-time, exempt position.

FRLT is an equal opportunity employer to all without discrimination based on race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, marital status, citizenship, national origin, genetic information, or any other characteristic protected by law.

# LOCATION

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The Development Director is expected to live within the Feather River region and work regularly each week at FRLT's main office in Quincy, CA. 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 position requires occasional work on weekends and evenings and travel to various locations throughout Plumas, Sierra, and Lassen Counties and to Sacramento and the San Francisco Bay Area (mileage paid for regional work travel).

The Feather River Watershed is an amazing place to live, work, and explore. This vast and varied region encompasses the Lake Almanor Basin, Sierra Valley, and the Highway 70 corridor to Oroville. Small towns like Chester, Quincy, Portola, and Loyalton offer rural charm and amazing opportunities for community connection, fun local events, and outdoor recreation. With Lassen Volcanic National Park to the northeast, Sierra Valley to the southeast, and many alpine lakes and trails in between, there is something for everyone. Beautiful natural places abound. Recreation enthusiasts can enjoy camping, biking, and kayaking in the spring and summer and stay active in winter with snowshoeing and back-country skiing. The communities are tight-knit and passionate about their connection to the region, and tourism draws many visitors and vacationers who return every year. Join us in helping conserve and care for the places that make this region one of the most beautiful in California.



American Valley © Corey Pargee

## *To Apply*

Please send the following items—combined into 1 PDF document—to [apply@frlt.org](mailto:apply@frlt.org):

1) your current resume, 2) a short letter (1 page max) that describes your background, experience, and fit for this role, and 3) the names, emails, and phone contacts for three (3) professional references (we will consult you before we contact references).

**Applications reviewed as received; deadline to apply is July 19, 2026.**