



Community Action Agency of Butte County, Inc.

Helping People. Changing Lives.

DIRECTOR OF RESOURCE DEVELOPMENT AND MARKETING

FLSA Status: Exempt

Date Revised: 7/7/2026

Hiring Manager Job Title: CEO

Reports To: Chief Executive Officer

Job Level: Senior Management

Employment Status: Full-time Regular

Primary Location: Chico, CA

Position Type: On-site & In field

POSITION SUMMARY

Under the direction of the Chief Executive Officer, this position leads fundraising, donor engagement, marketing, communications, and public relations. The Director develops and implements strategies to support the agency's mission, sustainability, and community awareness. Responsibilities include donor development, fundraising campaigns, grant oversight, marketing initiatives, and collaboration with leadership, Board members, and community stakeholders.

DISTINGUISHING CHARACTERISTICS

Senior management role responsible for organization-wide resource development and marketing, including long-range fundraising, donor relations, and communications strategies.

CLASSIFICATIONS SUPERVISED

Marketing and Development staff, contractors, consultants, interns, and volunteers.

ESSENTIAL FUNCTIONS/DUTIES & RESPONSIBILITIES *(The following is used as a partial description of duties and is not restrictive or limited to the below list. Other duties may be assigned as necessary.)*

- Develop and evaluate a comprehensive resource development plan; establish goals and metrics; diversify revenue sources; monitor trends; and report progress to leadership and the Board.
- Build and manage donor relationships, including identification, cultivation, solicitation, stewardship, and recognition strategies in partnership with leadership.
- Plan and lead capital campaigns, including strategy development, volunteer coordination, and progress reporting.
- Plan and execute fundraising events, manage budgets, secure sponsorships, and evaluate outcomes.
- Direct grant research, proposal development, submission, and compliance; coordinate with program staff and maintain funder relationships.
- Oversee branding, marketing materials, digital communications, media relations, and public awareness efforts.



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- Implement online fundraising and communication strategies using digital platforms and data insights.
- Support Board fundraising efforts, prepare reports, and coordinate volunteers and committees.
- Oversee donor database systems, ensure data accuracy and confidentiality, and use analytics to guide strategy.
- Supervise staff, manage budgets and work plans, and collaborate across departments.

DESIRABLE QUALIFICATIONS

- Knowledge of nonprofit fundraising, donor relations, grant management, marketing, CRM systems, budgeting, and data analysis.
- Ability to develop fundraising strategies, secure funding, lead campaigns, build relationships, communicate effectively, and manage multiple priorities.

MINIMUM QUALIFICATIONS

Education

Bachelor's degree from an accredited college or university in Business Administration, Marketing, Communications, Public Administration, Nonprofit Management, Public Relations, Journalism, or a related field.

Experience

- Minimum five (5) years of progressively responsible experience in nonprofit fundraising, development, grant writing, donor relations, marketing, communications, or related fields.
- Experience securing major gifts, leading fundraising campaigns, managing donor portfolios, and coordinating fundraising events is highly desirable.
- Experience supervising staff and managing budgets is preferred.
- Equivalent combinations of education and experience may be considered.

SPECIAL REQUIREMENTS

Valid California driver's license, ability to travel, and availability for occasional evenings and weekends.

EQUAL OPPORTUNITY EMPLOYMENT

Community Action Agency of Butte County prohibits discrimination and harassment based on one or a combination of the following characteristics: race (including hair texture and styles), color, caste, religion, religious creed (including religious dress and grooming practices), national origin, ancestry, citizenship, physical or mental disability, medical



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condition (including cancer and genetic conditions), genetic information, marital status, sex (including pregnancy, childbirth, breastfeeding, or related medical conditions), gender, gender identity, gender expression, reproductive health decision making, age (40 years and over), sexual orientation, veteran or military status, domestic violence victim status, political affiliation, and any other characteristic protected by state or federal anti-discrimination law covering employment.

The salary range for this position is \$42.80 - \$54.87 per hour. Individual pay within the listed range can vary for several reasons including skills/capabilities, experience, and available budget.

CERTIFICATION:

I certify that I have read and understand the duties and responsibilities of my job description as outlined above.

Signature

Date

Print Name

Community Action Agency of Butte County, Inc. personnel are employed on an at-will basis. Employment at-will may be terminated with or without cause and with or without notice at any time by the employee or the Agency.