

**Ocean Wise Conservation Association**

**Vice President, Philanthropy & External Relations**

**Posted On:** September 8, 2025

**Closing On:** October 14, 2025

**Location:** Remote, Canada

**Effective:** 10/01/2025

**Employment Type:** fulltime

**Level:** other

**Salary Range:** \$180,000 - 200,000



**Website:** <https://www.ocean.org/careers>

**We need the ocean. The ocean needs us.**

**Role Summary**

The Vice President of Philanthropy & External Relations is a key member of the Executive Leadership Team and holds overall responsibility for Ocean Wise's fundraising strategy and revenue generation. This role will advance Ocean Wise's mission by securing philanthropic partnerships, driving significant revenue growth, elevating the brand, and overseeing integrated communications. You will lead a high-performing team to deliver compelling campaigns, build strong donor and partner relationships, and position Ocean Wise as a global leader in ocean conservation.

*Please note that applications will be reviewed as received and the posting will remain open until filled.*

**Who You Are**

You are a visionary and strategic leader with deep expertise in philanthropy, communications and brand-building. You have a proven track record of creating strong relationships and lasting impact, securing transformational gifts and partnerships, while inspiring high-performing teams

to deliver bold, integrated campaigns that elevate awareness and drive impact. You are passionate about ocean conservation and can position Ocean Wise as a global leader in protecting our ocean.

## **What You Will Be Doing**

### ***Strategic Leadership***

- Craft, execute and optimize Ocean Wise's global fundraising, marketing and communications strategies, advancing Ocean Wise's brand identity and increasing year over year fundraising revenue.
- Create marketing/public relations strategy that will allow Ocean Wise leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including media and key influencers or donors.
- Collaborate with various program leads to ensure alignment between impact, messaging and funding opportunities.
- Serve as strategic advisor to the CEO on brand positioning, revenue development and external affairs.
- Foster an environment of creativity, innovation and continuous improvement, maintaining a visible presence throughout the organization and community.
- Ensure adherence to operating policies and procedures, aligning with the organization's commitment to integrity.

### ***Fundraising***

- Build and execute a diversified fundraising strategy to grow unrestricted and programmatic revenue from HNWLs, foundations, corporates, governments and individual donors.
- Build, maintain and optimize a robust development infrastructure, overseeing donor databases, relationships, events and campaigns at a high level.
- Personally steward major donors and funders, closing six and seven-figure gifts and partnerships.
- Implement innovative initiatives to garner public interest and support.
- Strategize partnerships with corporations and foundations, aligning with our mission.
- Manage capital campaigns, project-specific fundraising initiatives and donor recognition programs as needed.

### ***Communications, Marketing & Engagement***

- Oversee brand, digital strategy, media relations, and storytelling to increase awareness, trust and engagement with audience.
- Develop bold and exciting campaigns that inspire action and investment from global audiences, leveraging social media and coordinating press/media coverage.
- Ensure consistent brand voice and image across all channels and content.
- Serve as a public spokesperson for Ocean Wise when appropriate and provide communications coaching to executive leadership team including preparing talking points, speeches, presentations and other supporting materials as needed.
- Identify challenges and emerging issues faced by the organization, ensuring Ocean Wise stays ahead of trends, recognizing internal and external communications opportunities and solutions.

### ***People Leadership***

- Provide leadership, coaching and mentorship to the Communications and Philanthropy teams, fostering individual and team growth.
- Recruit, coach and inspire a team of committed communications and philanthropic staff through one-on-one supervision, coaching and overall team performance management.
- Promote a culture of high-performance and continuous improvement that values learning and a commitment to quality.
- Oversee budgeting, strategic goal setting and reviews of objectives for team members.
- Attract and retain top talent, ensuring professional development and succession planning.

### ***What You Bring***

- Demonstrated experience (10-15 years) leading and building fundraising capacity, with demonstrated success in large gift donations and corporate partnerships.
- Demonstrated experience (10-15 years) crafting and executing successful marketing campaigns and communications strategies across various mediums.
- Demonstrated experience in a senior leadership role leading high performing teams, managing strategic objectives and annual budgets.

- Sophisticated understanding of brand building, digital strategy, and public engagement in a global context.
- Experience proactively building relationships with high-level strategic partners, donors and media.
- Excellent written and verbal communication skills with ability to craft compelling stories.
- Strategic and results oriented mindset.
- Experience in a complex, multi-stakeholder environment.
- Strong project management and time management skills.
- Assets:
  - A degree in business, business management, business administration or communications/marketing.
  - Passion for global conservation.

### **How You Will Be Measured**

- Year over year growth in fundraising revenue from private donors, corporate partnerships, government grants, and large gifts.
- Achieving total revenue growth to \$50M by 2030.
- Creative fundraising initiatives that raise awareness of Ocean Wise as a philanthropic beneficiary.
- Unprompted brand recognition growth
- Strong people leadership, with team member professional growth and retention.
- Contributing to the Ocean Wise strategic initiatives.
- Working in alignment with the Ocean Wise values of Knowledge, Integrity, Extreme Collaboration, Optimism, and Impact.

### **What We Offer**

This full-time, benefits-eligible position offers:

- A remote working environment, with the option to work in person in our beautiful downtown Vancouver head office

- A competitive base salary, \$180,000 – 200,000, in line with market data for not-for-profit organizations
- Benefits coverage on a premium cost-shared basis, including:
  - Extended health and dental coverage
  - Vision coverage
  - \$300 Health spending account
  - Group term and supplemental life insurance
  - Short-term disability
  - Long-term disability
- RRSP matching of up to 6% after one year of service
- 15 paid vacation days to start
- 10 paid sick days,
- 6 paid Management Days
- 12 paid Statutory and General Holidays each calendar year
- An annual all-staff retreat to allow in-person connections and team building
- Professional development opportunities
- The opportunity to be part of a team that's helping to save the ocean!

### **Where and How You'll Work**

This is a remote-first position with the possibility to work at our headquarters in downtown Vancouver, if desired. The standard work week for this role is 37.5 hours, Monday through Friday, with rare exceptions for some evening or weekend work.

### **Who We Are**

Ocean Wise is a global conversation organization on a mission to build communities that take meaningful action to protect and restore our ocean. Our vision is a healthy and flourishing ocean. Learn more about us at [ocean.org](https://ocean.org).

### **Inclusion and Diversity**

At Ocean Wise, we believe that a welcoming and diverse workplace fosters the inclusion of voices that have been historically underrepresented. We encourage applications from

individuals belonging to equity-deserving groups and will work with applicants requesting accommodations at any stage of the hiring process.