



Job Description

Director of Organizational Advancement

Overview

Since 1995 the California Marine Sanctuary Foundation (CMSF) has worked to protect the state's coastal ecosystems while strengthening coastal resilience in the face of population growth, urban and industrial uses, climate change, and resource extraction. Working with local communities, government agencies, tribal communities, harbors and marinas, and NGOs, we identify and implement practical and effective solutions to reduce human impacts and increase stewardship of California's coastal resources. Our core focus is on improving coastal resilience by using an interdisciplinary approach, engaging stakeholders, members of the public, as well as experts to drive cutting edge and creative solutions. For the past 27 years CMSF has proven a strategic partner and innovator of highly-impactful marine conservation projects and programs.

Position Summary

The organization's first-ever Director of Organizational Advancement will help to strategize the rollout and implementation of new programs and projects, while creating mechanisms that diversify revenue streams, primarily through a focus on corporate and philanthropic foundation and individual giving, to fuel CMSF's ambitious vision for growth and lasting impact.

Over 90% of CMSF's current \$5 million annual budget comes from state and federal government support. In the next three years, our goal to diversify our funding portfolio by substantially growing philanthropic, corporate, and individual grants and donations to \$2 million/year. Concurrently, we are planning a significant programmatic and geographic expansion by launching the Pacific Ocean Conservation Initiative, which will help attract an even larger donor base.

CMSF's Director of Organizational Advancement position will develop long-range fundraising strategies to support current and emerging conservation programs and organizational expansion. You will work closely with the Executive Director to cultivate, develop, and manage our fundraising relationships with individual donors, corporations, foundations, and socialize program initiatives to funding audiences and partners.

The Director of Organizational Advancement is a member of CMSF's Executive Team and will interface with our Board of Directors, while being accountable for helping to drive our growing impact, financial growth, and the achievement of targeted fundraising objectives.

As a key leadership team member and an active participant in strategic decision-making, the Director will:

- Support and partner with the CMSF Board and staff to maximize their participation in philanthropic fundraising;
- Provide strategic leadership, planning, and oversight for the implementation, measurement, and accountability for a comprehensive resource development program that advances our mission and strategic vision;



- Forge new relationships and strategic partnerships in the private sector to build the organization's credibility and worthiness of financial support as an international thought leader in marine conservation;
- Cultivate and attract philanthropic support to increase organizational sustainability and resilience that complements the organization's substantial earned revenue;
- Rigorously engage donors and funders to make deep investments in program development, growth, research, and policy efforts;
- Ensure that key target audiences learn, understand, and support the incredible work of our organization;
- Understand the governmental, corporate, civic, and professional affiliations that influence relationships with CMSF; and
- Foster a culture of philanthropy and impact, while modelling organizational values through proactive engagement and service to the team, while advancing fundraising across CMSF.

The Director will be a results-oriented leader whose passion for CMSF's mission is matched by their strong tactical leadership, outstanding interpersonal skills, strategic decision-making in the face of complex challenges, and a proven track record of nonprofit fundraising and external relations.

Job Functions

1. *Strategy Development and Execution*

- Strategize the rollout and implementation of new programs and projects;
- Develop fundraising strategies that leverage CMSF's core competencies to ensure organizational and program growth across marine conservation, climate change mitigation, and water quality;
- Design, build, and execute a philanthropic and donor-centric fundraising plan;
- Leverage 27 years' worth of organizational success in California to fund expansion into the Pacific Ocean;
- Understand and leverage local, regional, and global philanthropy trends and work with programs to position activities to benefit from those trends;
- Work with Executive Director to ensure fundraising activities align with foundation's overall strategic direction; and
- Work with Executive Director and program staff and partners to develop program strategies that are optimal for funding and programmatic trends.

2. *Marketing*

- Develop and lead strategic messaging to engage prospective funders;
- Work with program teams to communicate conservation goals, strategy, and past successes, and develop outreach materials that resonate with funders; and
- Develop and implement successful marketing plans and funding campaigns for conservation programs.

3. *Fundraising*

- Develop and implement systems to organize and keep track of fundraising opportunities;
- Write grants, build philanthropic relationships, and secure funding adequate to meet the needs of new and existing projects and personnel;



- Support programs in building fundraising pipeline and ensure adaptability to yield high-level results that support sponsor needs but do not jeopardize organizational values;
- Participate and network at key fundraising events and develop long-lasting relationships with new funding partners;
- Maximize existing organizational partnerships and networks for increased fundraising opportunities;
- Find and enable new networking channels associated with major foundations and individual donors;
- Keep abreast of current and future opportunities for the fundraising of the organization and test and monitor new ideas and fundraising initiatives that are creative and aligned with CMSF's mission; and
- Help manage relationships and monitor engagement with current funders and potential sponsors.

RESPONSIBILITIES AND SCOPE

- Accountable for fundraising target of between \$1-2 million or more a year;
- Develop and manage a portfolio of donors, including major donors with the capacity to give over \$1,000,000, once the portfolio is developed;
- Ensure responsiveness to donors and prospective donors across multiple networks;
- Establish and monitor benchmarks and measures of success pertaining to pipeline growth, donor engagement, and dollars raised annually;
- Partner with Executive Director and program leads to leverage organizational contacts, relationships, and talents related to donor and investor pipeline development and donor and investor engagement;
- Direct or participate in negotiations for complex, high profile, or sensitive agreements;
- Ensure financial standards, and legal requirements are met and managed for ethical compliance.

Position Requirements

- Bachelor's degree or equivalent and 8 years related work experience;
- Enthusiasm and passion for supporting marine conservation, climate change mitigation, and water quality projects;
- Experience identifying, cultivating, and closing major gifts of \$100,000 or more;
- Experience obtaining philanthropic grants of \$250,000 or more;
- Demonstrated ability to build and maintain long-term relationships with fundraising constituents such as major donors, foundations and corporations;
- Experience working with corporate sustainability and corporate giving programs;
- Experience conducting and cultivating effective and authentic storytelling and narratives about the impacts of conservation work;
- Aptitude for working collaboratively as a team member with diverse individuals and organizations;
- Experience working with an ethnically diverse population;
- Demonstrated ability to adapt as circumstances warranted; and
- Demonstrated ability to promote diversity, equity, and inclusion.



CMSF CALIFORNIA
MARINE
SANCTUARY
FOUNDATION

Physical Demands and Working Conditions

This position is based at our Santa Cruz, California office, but remote work will also be considered if the individual is located in close proximity to philanthropic hubs (San Francisco Bay Area, Washington D.C., etc.). The employee must be willing to travel domestically and work week nights and weekends, when necessary.

Reporting

This position reports to the Executive Director of CMSF.

Salary

This position offers competitive compensation of between \$100,000-\$125,000 or commensurate with experience, and a benefits package including vacation, paid holidays and sick leave, medical and dental benefits, and a 403(b)(7) deferred retirement savings account.

To Apply

Please send letter of introduction and CV to Robert Mazurek, Executive Director, California Marine Sanctuary Foundation robert@californiamsf.org. Please use "Director of Organizational Advancement" in the subject line. Applications will be reviewed on a rolling basis until position is filled.

Diversity Statement

CMSF is committed to dismantling the longstanding racial, gender, and socio-economic boundaries that exist in the field of environmental conservation. When bringing on new staff and interns, we adhere to equitable recruiting policies and promote anti-discrimination within our work and with our partners in the local and conservation communities. We acknowledge that environmental conservation is woven with rich diversity including Indigenous Knowledge and Traditional Ecological Knowledge and we will do our best to amplify all the voices that contribute to conservation. Lastly, we commit to continued listening and learning, adapting to the needs of our community, and being inclusive.