

# Senior Development Officer Atlantic Region



## Position Brief



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### FOR MORE INFORMATION

To learn more about these opportunities at the Nature Conservancy of Canada, please contact **Sylvie Battisti, Vice President, Search Practice** at 438-820-3496 or via email at [NCCAtlantic@kcitalent.com](mailto:NCCAtlantic@kcitalent.com).

All inquiries and applications will be held in strict confidence. To apply, please send a resume and letter of interest, to the email address listed above by **December 14, 2018**. Applications will be reviewed on an ongoing basis so early submission is encouraged.

*NCC is an equal opportunity employer and welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.*

## Senior Development Officer, Atlantic Region (Halifax, Moncton, Saint John or Fredericton)

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### THE OPPORTUNITY

The Nature Conservancy of Canada (NCC) is Canada's largest land conservation organization. We work with communities, individuals, foundations, corporations, governments and other partners to protect native animals and ecologically significant lands through the purchase, donation or placing of conservation easements. Our conservation success is built upon four essential components: conservation science, land securement, ongoing land stewardship, and community engagement. The science-based long term approach is what makes NCC unique.

We are seeking a **Senior Development Officer, Atlantic Region** to focus exclusively on building a prospect pipeline and securing major gifts which further the mission of the NCC. This is a crucial role in ensuring the future of nature conservation in Canada.

The SDO will have the unique opportunity to visit with, and bring prospects and donors to our project sites, ensuring a strong first-hand relationship to NCC and our work.



This is an exciting time to join NCC! With the launch of the *Landmark Campaign*, we are making a significant investment in growing our Development team across the country. This is NCC's largest fundraising campaign in its 50 plus year history.

**This position will be located at one of NCC's Atlantic regional offices in Halifax, Moncton, Saint John or Fredericton.**

### ABOUT THE NATURE CONSERVANCY OF CANADA

Since 1962, NCC and its supporters have protected 2.8 million acres (more than 1.1 million hectares) of land across Canada of the highest ecological value, and conducted on-site stewardship to protect the species it sustains.

NCC takes a collaborative, science-based approach to achieve conservation success. With a national office in Toronto and regional offices across the country, *NCC delivers results you can walk on.*

**Vision:** We envision a world in which Canadians conserve nature in all its diversity, and safeguard the lands and waters that sustain life.

**Mission:** The Nature Conservancy of Canada leads and inspires others to join us in creating a legacy for future generations by conserving important natural areas and biological diversity across all regions of Canada.

**Values:** Wherever we work across Canada, we share and apply the following values:





- *Durable conservation outcomes.* While respecting nature’s processes, we manage lands and waters for their natural values today and for the long term. We believe future generations deserve to inherit a biologically rich world.
- *Evidence-based decision-making.* We are guided by the best available conservation science. We are committed to continuous learning, and to finding practical, resourceful and innovative solutions to conservation challenges.
- *Respect for nature and people.* We respect the needs, values and culture of local communities. We seek conservation solutions that meet the needs of nature and people. Conservation supports prosperous and sustainable communities.
- *Integrity first.* We work to the highest ethical and professional standards. We are transparent and accountable to our supporters. We earn trust by living up to our commitments.
- *Conservation through collaboration and cooperation.* Our commitment to community and to partners makes us strong. We strive to be open to the ideas of others so that together we can achieve conservation outcomes that benefit all. We work in the spirit of collaboration. We celebrate each other’s successes.

Our conservation process has been fine-tuned over decades of on-the-ground work, and continues to evolve to meet our changing needs. NCC’s on-the-ground work is led by a team of conservation science professionals who work to identify, plan and execute the protection of the best of Canada’s natural spaces and manage and restore them for the long term. This process ensures that our conservation actions (like buying land, managing invasive species or mapping the location of rare species) are efficient and effective.

Through our conservation process, NCC has identified close to 100 natural areas that are critical for the protection of Canada’s natural habitats and species. Our goal is to advance conservation within these priority areas, which guides our work from year to year.

**Highlights from the Past Year:**

- NCC continued to make progress against its long-term goals, with 62 additional properties acquired, totalling 22,186 acres, plus important investments made for the future.
- Recognition of the need to expand our fundraising capacity to ensure that the financial resources are available to meet our ambitious goals.
- NCC has further increased its Stewardship and Science Endowment Funds to more than \$123 million, in addition to maintaining prudent operational reserves.
- Significant progress realized in making NCC properties more widely available to Canadians.

- Expanding our direct conservation goals to set more targets for collaborating with partners, working with Indigenous communities, providing tools and training to the land trust movement and expanding our focus to cover northern Canada. We are also launching new initiatives to encourage more Canadians to visit our properties, always respecting that conservation comes first.
- We have updated NCC's five-year strategic plan, which outlines short-term (annual) and longer-term goals against which we can measure our performance. By reporting against these goals or key performance indicators on a quarterly basis to our Board of Directors, we keep watch over the course we are steering, correcting as necessary to stay on target.

For more about the NCC please see [Our Story](#) and [NCC in the News](#).



## THE LANDMARK CAMPAIGN

NCC has launched the Landmark Campaign with a goal of \$750 million. It is the largest fundraising campaign in NCC's 50 plus year history. Donor investment is vital in enabling NCC to:

- 1) **Conserve** more land faster.
- 2) **Connect** more Canadians to nature.
- 3) **Inspire** the next generation of conservation leaders.

Through these three pillars, donor dollars will enable NCC to:

### Conserve Canada's Lands and Waters

- Conserve an additional 3.2 million acres and the species they sustain, more than doubling NCC's total lands conserved.
- Eliminate or control invasive species, restore rare habitats, assist in the recovery of species at risk and improve the quality of fresh water
- Advance conservation in Canada's north
- Fund three urban/near-urban projects in the Atlantic region so that once completed, 1 in 3 Atlantic Canadians will have an NCC reserve where they live. Conserving critical habitat in and near cities also contributes to the quality of life of the citizens forever, ensuring green space will be there even as the city expands and grows:
  - **Freshwater Bay, NL:** A 243 acre land donation by the Crosbie Group at the next harbour south of St. John's – just 10 minutes from the downtown core. The land is incredibly important forest and buffer for seabird colonies – however the land is currently zoned industrial. The famous East Coast Trail passes through the property.

- **Halifax Wilderness Park:** A partner project between NCC, The Shaw Group, and the Halifax Regional Municipality to establish a 379 ac wilderness park. Minutes away from the city centre and on the bus route. The area is home over 40 species of breeding birds and has extremely rare habitat – jack pine and broom-crowberry barrens.
- **Musquash Estuary Reserve:** Over the last ten years, NCC has protected over 5,000 acres at the Musquash Estuary reserve – Making it NCC’s original ‘urban/near urban’ project in Atlantic Canada. NCC’s largest nature reserve in Atlantic Canada, and New Brunswick’s only Maritime Protected Area, we have the opportunity to continue expanding this reserve by conserving an additional 400 acres of forest and cobble beach.

### Connect Canadians to Nature

- Provide Canadians with opportunities to spend more time in nature, so that they may appreciate its value and commit to its conservation.
- Launch our [Nature Destinations](#) program, enabling Canadians to access 50 of NCC’s properties across Canada by 2020, representing our most significant remaining forests, grasslands, mountains, lakes, rivers and coasts.
- Engage 3,000 volunteers annually across the country through our Conservation Volunteers program.

### Inspire the Next Generation

- Double the size of the Conservation Interns program, providing hands-on paid opportunities for 100 post-secondary students and recent graduates per year in conservation biology and related fields.
- Establish a conservation academy to deliver professional training and development to the next generation of conservation leaders, and a thought-leadership hub for global experts.
- Implement a national conservation research initiative to engage key academics and scientists.

### Financial Goals

- The average annual goal for the Atlantic Regional Office is \$4.5 million, with a campaign goal of \$50 million to support:
  - Property acquisitions in priority natural areas in all 4 Atlantic provinces, resulting in the conservation of an additional 20,000 acres of forest, coastal, and wetland habitats.
  - Developing a Freshwater Resource tool with over 75 partner groups to assess, identify priorities and manage our freshwater resources in eastern QC, NB, NS and PEI.
  - Establishing and promoting 10 Nature destinations in the region.
  - Providing more than a dozen opportunities for community members to contribute, hands on, to conservation in the regional through the conservation volunteer program. Establishing an expanded volunteer program within the region for those that may not be able to access an NCC reserve but still want to make a difference.
  - Mentoring the leaders of tomorrow through annual, seasonal internships.





## ADDITIONAL LINKS

- Landmark campaign: <http://www.natureconservancy.ca/en/what-you-can-do/campaign/>
- Regional marketing initiative [www.naturestories.ca](http://www.naturestories.ca)
- Halifax Wilderness Park Microsite: [www.keephalifaxwild.ca](http://www.keephalifaxwild.ca)

## FUNDRAISING AT NCC

NCC is responding to a need – conservation – that continues to grow. Recognizing the urgency of that need, we are driven to do more, better, and faster, to keep pace with the world around us. This means we must connect with and inspire new audiences with our stories of success. We must also engage with more people and more organizations that have the willingness and capacity to help us achieve even greater levels of conservation.

Ultimately, the approach NCC takes to raising funds to support its mission is not about the numbers alone, but about the passion that guides NCC in what we do. Our true success will be evident not by our progress against annual targets, but by the level of trust and commitment we achieve among Canadians, and others around the world, who choose to invest in us.

Here are some of the fundraising initiatives and support projects we have launched:

- We are making significant investments in fundraising infrastructure to improve fundraising capacity, including hiring additional fundraisers and support staff across the country.
- Increasing access to technology support.
- Continuing to grow and develop NCC's Landmark campaign.
- Increasing the visibility of core NCC giving programs, such as the nature legacy society, to increase awareness of NCC's charitable giving opportunities.
- Continuing to evolve Nature Talks, our nation-wide speakers' series; and
- Increasing NCC's visibility among various social media channels to reach new donors.

Last year, overall revenue was \$76.9 million, with 79 per cent of that revenue invested directly in core program areas of land securement, stewardship and science.

Revenue sources were:

- Donations and grants: \$58.5 million
- Donations of conservation lands and agreements: \$8.5 million
- Proceeds from property sales: \$1 million
- Other (e.g. investment income): \$8.7 million

**For full financial information, please see our 2016/17 [Donor Report](#) and our 2016/17 [Financial Statements](#).**

## KEY RESPONSIBILITIES

The SDOs are responsible for working in collaboration with the development teams to build and execute strategic, long-range cultivation, solicitation and stewardship plans for current and prospective major donors. The successful incumbents will:

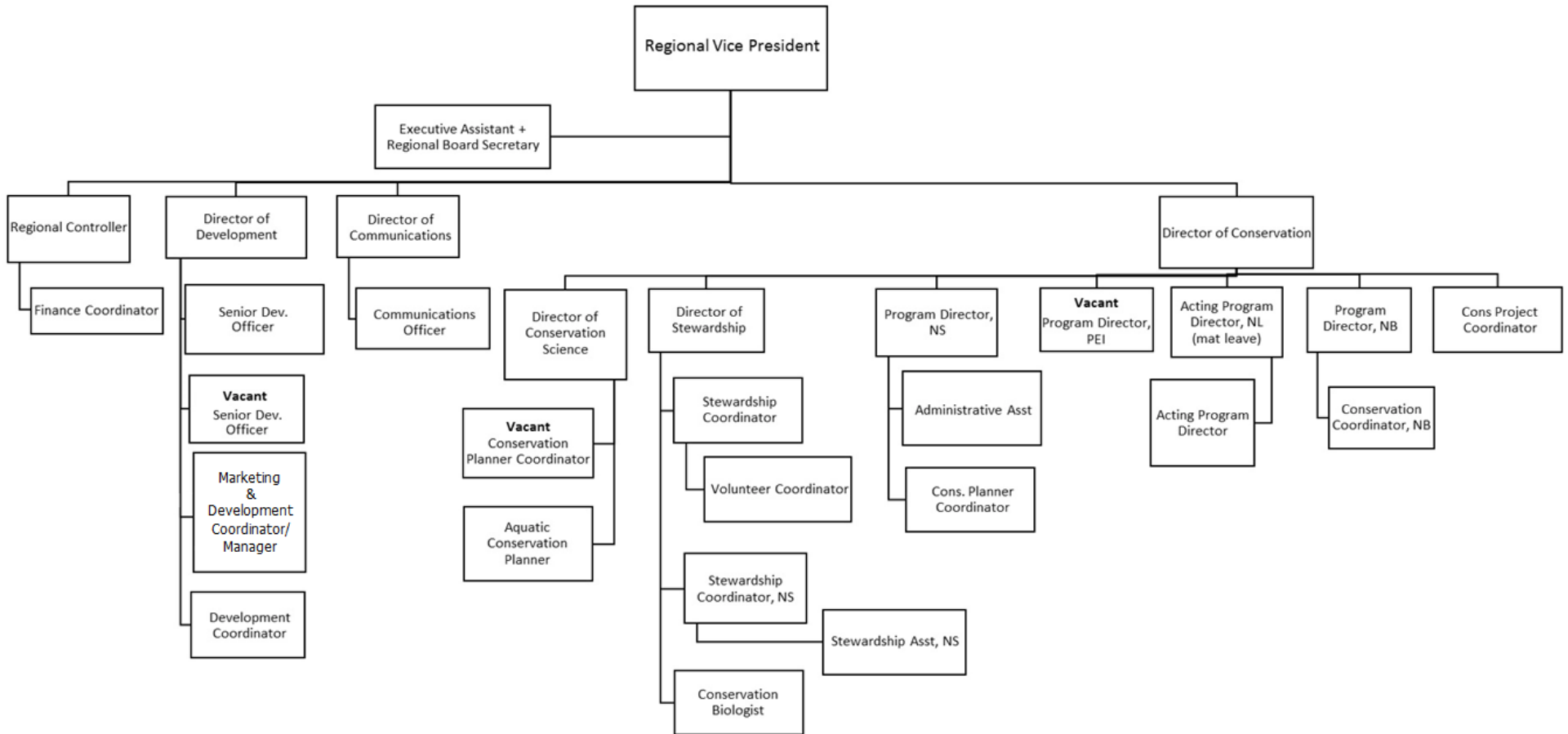
- Identify, cultivate and solicit individuals, foundations and corporations for gifts of \$10,000 (minimum), with a focus on securing gifts of \$100,000+.
- Actively build and manage a regional portfolio of 125-150 prospects and donors.
- Commit to key performance targets of 100-125 face-to-face calls and 30-45 solicitations annually.
- Develop annual work plans and budgets in keeping with NCC's annual targets.
- Create proposals, gift and sponsorship agreements, and related materials in collaboration with Marketing and Communications colleagues to ensure the highest standard of communications.
- Document information related to major prospects and donors in Raiser's Edge, including inputting, updating, reporting and moves management tracking.
- Ensure that proper recognition and stewardship practices are implemented based on the level of donation and gift direction.
- Support the execution of and attend major donor events and cultivate and steward attendees.
- Work with Regional Board members, and identify and attract new fundraising volunteers to assist with prospect identification and solicitation.
- Work with regional and national colleagues on common prospects and joint initiatives.
- Work in collaboration with senior science, stewardship and securement staff to develop, track and report on funding proposals.
- Contribute to the strategic direction of the department and advise on industry best practises.
- Be knowledgeable and/or have awareness of conservation issues.
- Provide expertise and serve as a role model for colleagues relative to best practices for relationship development and management.
- Be passionate about the role and mission of NCC.

## QUALIFICATIONS AND EXPERIENCE

- Demonstrated track record of cultivating, soliciting and closing five and six figure gifts.
- Proven track record building a donor pipeline, and determining appropriate approach/strategies, including timing, giving interests, and request amount.
- Exceptional communications skills in English. Ability to communicate in both of Canada's official languages will be considered an asset.
- Demonstrated experience developing meaningful relationships with people from all walks of life.
- Self-directed, motivated and a proactive thinker with an action-oriented mindset
- Excellent writing skills, including a demonstrated ability to generate accurately-researched and persuasive proposals, gift agreements, business correspondence and donor acknowledgements.
- Flexible, adaptable and tolerant of ambiguity with the ability to excel in an evolving organization.
- Highly analytical and detail-oriented with superior time management skills and ability to meet deadlines.
- Work well within a team structure.
- Proficiency with Microsoft Office, Raiser's Edge and a demonstrated ability to learn new software applications efficiently.
- Ability to work within a flexible schedule, including travel and occasional weekends and evenings.
- Adept at conflict resolution and problem solving.
- Related university degree or comparable combination of education and work experience.
- A CFRE designation is considered an asset.
- A valid driver's license is required for travel within the local region.



# ORGANIZATIONAL CHART – ATLANTIC REGION



## REGIONAL BOARD, ATLANTIC REGION

**Kevin McNamara** (Chair)  
Chester Basin, NS

**John Caraberis**  
Pugwash, NS

**Bill Jones**  
Fredericton, NB

**Ryan McCarville**  
Charlottetown, PE

**Judith May**  
Humber Village, NL

**Donald McNeil**  
Bedford, NS

**Leslie Grattan**  
St. John's, NL

**Emily Cyr**  
Fredericton, NB

**For detailed bios, please visit:** <http://www.natureconservancy.ca/en/where-we-work/nova-scotia/faces-of-ncc/board/>

## EXECUTIVE BIOGRAPHY

### John Lounds

National President and CEO



Leading the helm of Canada's largest non-profit conservation organization is no small task. It requires plenty of energy and passion. There's no question that the President and CEO of the Nature Conservancy of Canada (NCC), John Lounds, is passionate about what he does. John Lounds's passion for conservation and appreciation of nature was developed while growing up in rural Ontario and spending late summers at a family cottage. John then applied these interests at university, obtaining his undergraduate degree in environmental studies (urban and rural planning) from the University of Waterloo and then a master's degree in environmental studies from York University.

Prior to joining the Nature Conservancy of Canada (NCC), John was the Executive Director of the Federation of Ontario Naturalists (now Ontario Nature) for six years. Previous to that, he also held several positions with the Government of Ontario, including as a program director for the Ontario Round Table on Environment and Economy, a management board analyst for the ministries of Environment and Northern Development and Mines and an energy conservation planner with the Ministry of Energy.

John joined NCC as its president and CEO in October 1997. Through his leadership, NCC has further defined its unique role as an organization that works with individuals and groups across Canada that share NCC's passion for land conservation. NCC uses creative means to achieve this goal.

Under John's leadership, NCC has achieved great success, having grown from an annual budget of \$8 million in 1997 to approximately \$80 million by 2017. In the process NCC has helped conserve 2,800,000 acres (more than 1.1 million hectares) of ecologically significant lands across Canada since 1962. While NCC has accomplished much over the past decade, in John's view, "there is so much more to do."

John is a governor of the University of Waterloo, and was previously a member of the Dean's Advisory Committee at the Faculty of Environment at the University of Waterloo. He has served as a director of the George Cedric Metcalf Charitable Foundation, the Smart Prosperity Initiative, the International Land Conservation Network and on the Canadian Councils of the North American Bird Conservation Initiative and the North American Wetlands Conservation Act.

Born in Brantford, Ontario and raised in Meaford, John enjoys outdoor pursuits, particularly canoeing, birding and cross-country skiing. He is also an avid traveller, having explored various parts of the world, including Japan, India, Africa, Southeast Asia and South America.



## EXECUTIVE BIOGRAPHY

### Mark Rittinger

Vice President, Development & Marketing



Previous to his most recent position with the Toronto Symphony Orchestra, Mark has served primarily with two internationally ranked and renowned business schools in both Canada and the United States during his 22-plus-year career in development. He spent almost half of that with the Schulich School of Business at York University, where he served in various development roles from 1995 to 1999, and since 2009 as its Executive Director, Development & Alumni Relations, where he led a team of development professionals supporting the dean in all aspects of fundraising and alumni relations, both in Canada and internationally.

In the intervening decade, Mark served as Director of Major Gifts and Campaign Director, New York Region, for the Booth School of Business at the University of Chicago. At the time, Booth was engaged in a successful \$250-million campaign as part of the \$2-billion Chicago Initiative. Mark returned to Canada to join the Royal Ontario Museum (ROM), ultimately serving as its Vice-President of Development for the ROM Governors – part of a team that raised more than \$250 million in support of the transformational Renaissance ROM campaign.

Over the years, Mark has been an active volunteer for the Canadian Council for the Advancement of Education (CCAIE), receiving the Rising Star Award in 1997, and most recently serving as program co-chair for the 2012 CCAIE National Conference. In addition, he spent four years with the Association of Fundraising Professionals (AFP) Greater Toronto Area Chapter, the largest such chapter in the world, serving two years as its Vice-President, Finance and two as its Director at Large. Mark is currently a member of the Conference Board of Canada's National Council of Foundation Executives.

## EXECUTIVE BIOGRAPHY

### John Foley

Regional Vice-president, Atlantic Region



John Foley joined the Nature Conservancy of Canada (NCC) in 1996 and has spent more than 20 years helping build a strong Atlantic team while serving as the director of conservation for the Atlantic Region.

John is a graduate of the University of New Brunswick, with a background in both forestry and biology. Before he joined the not-for-profit community, he previously worked in the public sector; however, after spending 20 years with NCC, it is clear that he has found his niche.

Over the years, John has gained extensive experience in management and leadership, and he understands the dedication and passion needed to take the Region to the next level.

John has had a lifelong interest in conservation and a strong understanding of issues involved in the protection of the natural environment. John and his wife, Fay, are both from Quebec, but following university decided to settle in Fredericton, New Brunswick, to raise their family. They have two children: Ryan and Morgan.

## EXECUTIVE BIOGRAPHY

### Faith Flemming

Director of Development



Faith joined Nature Conservancy of Canada's Atlantic team in 2012, after working with the YMCA and the Atlantic Film Festival. She leads our development team, matching donors to NCC's projects and overseeing fundraising in New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island.

Faith grew up in Quispamsis and attended Rothesay Netherwood School. She holds a bachelor's of community design degree from Dalhousie University, and a post-graduate diploma in event management from Niagara College.

Faith's favourite thing about working for NCC is the people: the staff who use their passion and knowledge to protect our most critical habitats, the volunteers that helps us advance our work and the donors that trust us with their donations in order to make a difference in our community. She loves to hear the different stories about people's connection to the land.

Faith lives in Halifax and explores the natural areas in the region with her English Setter, Pippa.