



Senior Vice President and Chief Philanthropy Officer
Position Guide

About the National Aquarium <http://www.aqua.org/>

The National Aquarium champions environmental initiatives by connecting with visitors, volunteers, students and citizens from around the world to actively participate in the preservation of our natural resources and living systems in service of a vision to change the way humanity cares for the ocean that sustains all life. Since opening in 1981, the Aquarium has welcomed more than 50 million visitors and reached millions more through community outreach, education programs and digital engagement. The Aquarium's mission comes to life every day within the Aquarium walls and beyond, in Baltimore City and throughout the Chesapeake Bay watershed.

Today, the National Aquarium cares for close to 20,000 fish, birds, amphibians, reptiles and mammals living in award-winning habitats. In summer 2013, the Aquarium opened Blacktip Reef, a breathtaking Indo-Pacific reef featuring more than 1,000 animals, including a school of blacktip reef sharks. In spring 2015, the Aquarium opened Living Seashore, a creative, interactive exhibit that features two touch pools and hands-on experiences that give guests opportunity to explore the ever-changing Mid-Atlantic shoreline.

The Aquarium's growth and impact go far beyond the boundaries of its exhibits. This year, 2016, is focused on implementation of the first stage of its ambitious, far-reaching strategic process called BLUEprint, an initiative that includes research, engagement, design and analysis to determine the best use of National Aquarium's resources and will profoundly shape the campus of the National Aquarium as well as its ocean conservation efforts worldwide. Early this year, the Aquarium announced the first of these projects – the creation of a new Animal Care and Rescue Center, less than a mile from the National Aquarium in the historic Jonestown neighborhood, which will provide a lasting and permanent solution for the care of the Aquarium's current and future animal collections and rescue operations; and Waterfront Campus, a revitalization of its waterfront campus that will be a model for the nation, fostering community engagement, encouraging new guest experiences, and inspiring conservation action.



(c) George Grall, National Aquarium

An economic engine for Maryland, the National Aquarium's annual impact is greater than \$330 million, and it creates over 3,300 jobs, attracting 1.3 million visitors annually. Aquarium veteran John Racanelli joined the organization as its CEO in 2011, and has since led the senior team and Board in identifying three strategic goals, supported by several clear and measurable priorities that link the work of every team member:

- Become a national leader in ocean conservation and aquatic ecosystem health
- Attract, develop, and retain the best people
- Gain public and private support

The Senior Vice President/Chief Philanthropy Officer is a position that is critical to the success of these goals and to the National Aquarium's mission and vision.

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THE POSITION

The National Aquarium seeks a Senior Vice President/Chief Philanthropy Officer (CPO) to provide expert direction for all philanthropic efforts and the development of creative strategies that continue to expand the Aquarium's donor base and national revenue. The CPO will serve as an influential member of the Leadership Team, an effective partner to the Chief Executive Officer and Board of Directors, a mentor and role model for a team of development professionals and support staff, and a lead ambassador to high-level partners and donors.

The CPO holds a strategic and important leadership role in the National Aquarium and presents an exciting opportunity to leverage existing relationships while providing invigorating leadership to this critical piece of the National Aquarium's growth strategy, furthering its mission to *inspire conservation of the world's aquatic treasures*. This leader should bring a sophisticated and innovative capacity to leverage the National Aquarium's evolving brand and emerging role as a national conservation leader to raise significant philanthropic resources from individual donors, foundations, and corporations. S/he will partner with the Senior Vice President/External Affairs on dynamic public funding strategies, including guidance of the Philanthropy team's shared accountability for stewardship of a growth-focused portfolio of capital, operating, and program grants from federal, state and local sources. The CPO will support External Affairs' advocacy efforts to cultivate strong working relationships with elected officials at all levels to advance fiscal goals and policy priorities.



(c) Jeff Mauritzen, National Aquarium

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In addition to providing internal leadership, the CPO will expand the reach and influence of the organization through interactions with public, private, and philanthropic leaders. The CPO should be an individual who thrives on working with leaders who are passionate about investing in the organization's mission and vision. A critical priority for the CPO will be to plan and successfully execute a \$50 million campaign, to raise much-needed support for capital improvements as a front line fundraiser.

The successful candidate will have a proven record of success leading capital and annual campaigns, working with high net worth individuals, and possessing a demonstrated capacity to engage a high-level board comprised of private and public sector leaders. The CPO will work with his/her peers to create an alignment among the key functions within the National Aquarium.

The CPO must be a motivating leader and team-builder, serving a crucial role in shaping strategy, representing the Aquarium in many external relations areas, and supporting the interests of the Board. S/he will cultivate strong and cooperative working partnerships with all philanthropic sectors and have the presence and stature to engage the highest levels of leadership with these individuals and organizations.

Reporting to the CPO will be a professional development staff of fifteen, including the Vice President of Individual Giving, Director of Institutional Giving, Director of Development Services, and their teams.

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RESPONSIBILITIES

The Chief Philanthropy Officer will have the following responsibilities:

- Provide strategic leadership, inspiration, planning, and oversight for all fundraising, donor recruitment, and membership efforts to achieve ambitious targets for the Aquarium's growth.
- In conjunction with the CEO, Board leadership and outside counsel, create a realistic yet bold implementation plan for future campaigns and major fundraising initiatives.
- Refine and renew the Aquarium's individual giving programs, including the design and execution of annual giving programs and development of near- and long-term major donor cultivation.
- Explore and implement opportunities for creative partnerships and philanthropic investment opportunities that promote investment on a greater scale in all areas of the Aquarium's work.
- Work in close partnership with the CEO and other senior management to create a culture of philanthropy throughout the organization; and ensure a working culture for all staff that is positive, creative, collegial, and results-focused.
- Provide oversight and leadership of the Philanthropy department, one of six functional teams.
- Work closely with the other members of the Leadership Team in setting strategies and business planning for the entire National Aquarium enterprise.
- Liaise with the Board of Directors as needed, to include regular communication, participation on committees as appropriate (specifically, management and oversight of the Governance & Nominating and Philanthropy committees), and developing key relationships that support board engagement.

QUALIFICATIONS

The ideal candidate will bring the following qualifications:

- Demonstrated passion for the National Aquarium's mission and goals, combined with an entrepreneurial spirit, energized by the opportunities of this position at this critical time in the Aquarium's organizational development.
- Mature, seasoned and proactive leader with 15+ years of progressively responsible experience and proven success developing and sustaining a comprehensive fundraising program that focuses on all philanthropic sectors and a broad market area.
- Highly collaborative and team-oriented approach to integrating all Aquarium program areas for maximum effectiveness. An ability to listen to others and learn from their best ideas; a sense of inquisitiveness and intellectual curiosity.
- Keen ability to think and act strategically; planning for the long-term while balancing the short and long-range needs of the organization.
- Demonstrated ability to develop relationships with and raise funds from major donors, and to coach and lead staff and volunteers in major donor cultivation.
- Experience working with both regional and national funders and experience conceiving and implementing a successful national capital campaign.

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- Natural affinity for leading teams, with a genuine dedication to the engagement of members at all levels of the Aquarium community at large and the Philanthropy department in particular.
- Effective management and leadership skills, including the ability to manage people to success and to work together with other parts of the organization.
- Experience working with complex budgets, possessing sophisticated financial analytical skills and an interest in evaluation and performance measurement metrics.
- Excellent communication and presentation skills, both verbal and written in order to interact knowledgeably with and impact both internal and external parties.
- Bachelor's degree in business administration, financial development, communications, public relations, or equivalent. MBA or other Master's degree strongly preferred.

APPLICATION

The National Aquarium has retained Campbell & Company to conduct this search. The team for this project includes Kris McFeely, Senior Consultant and Daniel Fissinger, Associate Consultant. To be considered for this opportunity, please send a letter of interest and resume to:

Daniel Fissinger

Associate Consultant, Executive Search

djf@campbellcompany.com

(312)506-0062 direct

Campbell & Company

www.campbellcompany.com

The National Aquarium is committed to diversity and invites individuals who bring a diversity of culture, experience and ideas to apply.

The National Aquarium is an Equal Opportunity Employer.