



NATURE TRUST
BRITISH COLUMBIA



Director of Development and Communications

Executive Profile Presented By

THE
DISCOVERY
GROUP



The Nature Trust of British Columbia (NTBC) is one of Canada's leading non-profit land conservation organizations. For more than 50 years, NTBC has been purchasing, protecting, and restoring ecologically significant lands across British Columbia to permanently safeguard critical habitat for wildlife, fish, and plants.

Since its founding, NTBC and its partners have secured more than 180,000 acres (73,000 hectares) across over 500 conservation areas, a land base comparable in size to the City of Edmonton or Singapore. Some of this long-term protection of treasured landscapes includes the Salmon River on Vancouver Island, Boundary Bay in the Lower Mainland, White Lake Basin in the Okanagan, and the 10,000-acre Hoodoos conservation complex in the Kootenays.

NTBC's work is data and science-based, rooted in stewardship and restoration, and focused on BC – which makes it an essential conservation leader in BC.

NTBC depends on those who share its passion for BC: donors, committed community members, and volunteers who trust NTBC with their time and treasure. NTBC places a high priority on operating in a fiscally responsible manner, so it carries no debt nor mortgages, and undertakes yearly audits. NTBC has conservation areas with a cost base of over \$187 M, and healthy operating reserves set aside for future securement and land management needs.

At a pivotal moment in its history – and during the acceleration of habitat loss and biodiversity decline – NTBC is seeking a new **Director of Development and Communications** to elevate and advance its fundraising and public-facing efforts. NTBC is pivoting its funding models to increase private and philanthropic support, so this new senior fundraising leader will be essential to expanding these relationships and the scope of the program.

Reporting to the CEO and as a member of NTBC's leadership team, the Director will manage a dedicated staff team of five and collaborate closely with the Board of Directors. The Director will strengthen NTBC's philanthropic reach, visibility, and long-term financial sustainability and:

- Lead during a defining period of growth and urgency;
- Directly influence conservation, climate resilience, and biodiversity protection across British Columbia;
- Build on a strong and debt-free organization with over five decades of credibility;
- Expand and enhance fundraising capacity in alignment with NTBC's Strategic Plan.

Information for Candidates

This search is being led by The Nature Trust of BC's search partner, The Discovery Group. If you or someone you know is interested or curious, please be in touch with christoph@thediscoverygroup.ca, or Laura Heikkila at Laura@thediscoverygroup.ca.

We welcome questions and enquiries!

Application Timing and Selection Process:

All submissions should be received by April 10, 2026. Please apply to Christoph Clodius with a single document containing both a cover letter/expression of interest and a resume/CV.

Early submissions and enquiries are encouraged and will be reviewed on an ongoing basis.

Compensation & Benefits:

The successful candidate can expect a starting annual salary in the range of \$120,000 – 150,000. Benefits include employer-paid extended medical and dental coverage, a health spending account, RRSP matching, generous vacation and holiday provisions, professional development support, and access to an on-site gym.

Location:

This is a full-time permanent role based at the NTBC offices at 888 Dunsmuir Street, Vancouver, BC. NTBC supports a hybrid work environment, with the Director in the office at least twice a week.

Respect and Recognition Statement for Indigenous Lands and Relationships:

The Nature Trust of British Columbia acknowledges with humility the deep connection Indigenous communities have with the lands and waters now known as British Columbia. Together, we embark on a conservation journey dedicated to the caretaking and protection of these areas, while honoring and respecting the spiritual, cultural, and ancestral wisdom that Indigenous peoples hold.

Acknowledging our journey of continuous improvement, we are dedicated to developing meaningful and lasting relationships with Indigenous Peoples and communities by listening, learning, and evolving to ensure our work incorporates and reflects the enduring knowledge and heritage uniquely held by Indigenous Peoples.

Learn more about NTBC's [Respect and Recognition Statement for Indigenous Lands and Relationships](#).

Diversity, Equity & Inclusion:

NTBC is committed to fostering a respectful, inclusive, and equitable workplace. The organization welcomes applications from individuals of diverse backgrounds and lived experiences and recognizes that strengthening diversity enhances conservation leadership and outcomes.



About The Nature Trust of BC

The Nature Trust of British Columbia is a leading environmental land conservation organization dedicated to protecting and managing the province's most ecologically significant natural habitats. It focuses on conserving biodiversity – securing, restoring, and managing critical landscapes that support wildlife, plants, fish, and communities across British Columbia.

Established in 1971 with a \$4.5 million federal centennial grant, NTBC has grown into a trusted provincial leader in land conservation. British Columbia is home to the highest number of species of any province or territory in Canada, yet more than a quarter of assessed species are now at risk. Protecting habitat is fundamental to reversing this trend.

Some of the aspects of NTBC's work that distinguishes it from other conservation organizations are **its exclusive focus on BC**, which allows for deep regional knowledge, long-standing relationships with local landowners and communities, and strategic protection of BC-specific ecosystems; **its model of directly acquiring and protecting conservation areas**, which emphasizes long-term ecological management, restoration, and monitoring; and, a particular expertise in **protecting critical habitats unique to the province**, which prioritizes ecosystems that are underrepresented or at high risk within BC specifically.

Vision: British Columbia's rich and diverse natural habitats are conserved for future generations.

Mission: To conserve BC's biodiversity through securement, restoration, and management of ecologically significant lands.

Mandate

- Acquire at-risk land with significant ecological and biodiversity value.
- Manage conservation lands to ensure ecosystem resilience and connectivity.
- Protect these lands in perpetuity for wildlife, plants, and people.

Values

Responsible:

- We use rigorous approaches to prioritize land securement and management.
- We are dedicated to the long-term fiscal sustainability of the organization.

Accountable:

- We share our donors' passion for British Columbia's natural diversity by effectively investing their funds in land conservation.
- We are committed to respectful communication, integrity, and collaboration.

Teamwork:

- We value our partners and recognize their contributions to our success.
- We work together as a Board-Staff team to deliver effective conservation results.

Understanding:

- We cherish the unique history and heritage of The Nature Trust of British Columbia and honour the legacy of our Board of eminent BC leaders in science and business.
- We are aware nature provides the ecological goods and services that plants, animals and people depend on for their survival, such as air and water purification, pollination, and carbon cycling.

Natural:

- We ensure that our work conserves British Columbia's natural diversity of plants and animals.
- We manage our conservation lands to maintain ecological function.

Excellence:

- We provide a safe, enriching and rewarding work environment.
- We inspire each other to do our best.

NTBC operates with strong fiscal discipline.

The organization carries no debt or mortgages, undertakes annual audits, and maintains healthy operating reserves. NTBC's conservation areas are valued at over \$187 million. Conservation areas are held in perpetuity. Beyond land acquisition and stewardship, NTBC supports research and education through scholarships and conservation funds, further advancing knowledge and environmental leadership across the province.

Learn more:

- [Conserving Land](#)
- [Managing Land](#)
- [Biodiversity](#)
- [History](#)



Core Activities

Securing Land for Conservation

One of the Nature Trust's primary activities is **land securement** – identifying and protecting parcels of land that contain important habitat for species at risk or offer critical ecological functions. NTBC has protected over 500 distinct conservation areas across the province, encompassing forests, wetlands, grasslands, river corridors, estuaries, and coastal ecosystems. These sites form a network of protected landscapes that collectively support British Columbia's incredible biodiversity.

These conservation areas include iconic places like *Salmon River*, which supports abundant fish and wildlife, *Boundary Bay*, a major stopover for migratory birds, the *White Lake Basin*, home to many at-risk species in the Okanagan, and the Hoodoos complex in the Kootenays with extensive habitat connectivity. Collectively, these protected lands span significant terrain and represent a wide spectrum of natural ecosystems.

Managing and Stewarding Protected Lands

Acquiring land is just the beginning of the Nature Trust's work. Once land is secured, long-term stewardship ensures that these areas continue to function ecologically and provide habitat value. Regional land managers are assigned to oversee daily operations and implement tailored plans that address local conservation needs. Management activities can include monitoring wildlife populations, restoring degraded habitats, controlling invasive species, maintaining natural processes, and protecting sensitive ecological features.

Selected Projects and Areas of Focus

Enhancing Estuary Resilience

The Nature Trust is actively involved in a *multi-year estuary resilience project*, addressing the long-term sustainability of coastal wetlands. Estuaries – though representing a small fraction of the coastline – support a large proportion of fish and wildlife species, including Pacific salmon. This program combines scientific monitoring with restoration work to help these ecosystems cope with rising sea levels and other climate pressures. To learn more about estuary resilience, see [here](#).

Protected Habitat Along Rivers and Wetlands

Projects such as the protection of natural habitat along the Kw'a'luxw (Englishman) River showcase how NTBC works to secure critical riparian areas that benefit numerous species, including all five Pacific salmon species, migratory birds, and terrestrial wildlife. Securing riverbanks and floodplain forests helps maintain water quality, nurture healthy fish populations, and safeguard interconnected ecosystems.

Similarly, conservation along Lower Wolf Creek and other priority sites contributes to preserving wildlife corridors – routes that allow animals to migrate, forage, and maintain genetic diversity across landscapes.



Grassland and Forest Conservation

NTBC is also focused on protecting grassland and forest ecosystems, including rare native grasslands and floodplain forests. These landscapes provide habitat for species such as elk, grizzly bears, and a variety of plant and bird species, and contribute to broader ecological functions like carbon storage and climate regulation. Projects like the Cortes Island – Manson Bay Forest and Xwésam (Salmon) River – Floodplain Forest expand on this work.

Current Projects:

NTBC runs a number of concurrent acquisition and stewardship campaigns, some of which are listed here: <https://www.naturetrust.bc.ca/priority-projects>

For instance, the campaign to protect the Marron River Grasslands is currently underway, with a goal of raising \$1.22 million to acquire and protect this remarkable area forever.

Strategic Plan 2023–2027: Key Imperatives

1. Optimize growth in the land portfolio in balance with sustainable land management
2. Enhance and leverage fundraising capacity
3. Intensify efforts to understand, engage, and partner with Indigenous groups
4. Strengthen organizational effectiveness and collaboration

Philanthropy & Fundraising

Philanthropy is central to NTBC's conservation success. It relies on a broad network of individual donors, foundations, corporations, non-governmental organizations, and government partners who share a passion for British Columbia's natural heritage.

The NTBC has a broad fundraising program that last year raised just over \$7 million. The program encompasses major gifts and planned giving, ongoing annual and monthly giving, and corporate partnerships and events. More than half of the fundraising revenue comes from gifts of \$10,000 or more. Last year had a record number of gifts of shares and just under \$1 million came from realized estate gifts. NTBC has almost 10,000 active donor records in its RE NXT database.

As land becomes increasingly threatened, the urgency and scale of fundraising must grow. In fact, in the near future, the need for philanthropic support will grow as governmental funding priorities shift.

Additional giving statistics are available to interested candidates by request.

Director Role: Position Summary

Reporting to the CEO, the Director of Development and Communications will embrace the organization's core philosophy of protecting BC's environment by providing the necessary vision, leadership, and fundraising skills to achieve its Strategic Plan objectives.

As a passionate, credible advocate, this role will enable the organization to achieve fundraising targets for operational funding and guide the organization into any campaigns.

In addition, the Director will oversee and implement marketing and communication strategies, which include overall branding and image that specifically build awareness for The Nature Trust of BC, as a leading land trust in BC.

As a key member of the Senior Management Team, the Director will guide, direct, and lead the department, which currently includes:

- Communications and Media Manager
- Communications and Engagement Specialist
- Community Partnerships Coordinator
- Donor Relations Specialist
- Development and Data Coordinator

Key Functions and Responsibilities

Strategy and Planning

- Participate in the development of the next 5-year strategic plan with responsibility for development, marketing, and communications.
- In cooperation with the CEO, lead the development of any long-term strategy to achieve organizational goals.
- Identify new potential income streams and produce strategies to access these funds.
- Lead the annual fundraising planning process to produce effective strategies to achieve income targets across various revenue streams.
- Provide strategic marketing and communications support on fundraising, engagement, and other marketing initiatives.

Fundraising

- Develop and manage the annual fundraising plan to deliver budgeted operating (unrestricted revenue) and project (restricted revenue) funds.
- Develop and deliver a donor strategy that includes prospecting, cultivating, and soliciting for monthly gifts, annual gifts, major gifts, and bequests.
- Identify new opportunities for fundraising, including but not limited to data mining on existing donors.
- Work with the CEO on their cultivation and solicitation work.
- Prepare and submit proposals to individuals, corporations, and foundations.

- Carry and actively manage a personal portfolio of major gift prospects, advancing cultivation, solicitation, and stewardship activities, including face-to-face donor meetings and presentations.
- Navigate and manage the nuances of U.S. and international donors, including cross-border giving considerations, regulatory requirements, and tailored engagement approaches.
- Prioritize efforts to create exceptional donor experiences throughout the donor life cycle through impactful communications and personalized connections.
- In partnership with the team, develop and execute fundraising events in key regions to deepen engagement and support revenue goals.
- Develop and maintain an engaging stewardship program; ensure donor recognition and acknowledgement as per the Recognition and Stewardship Guidelines.
- Oversee the management of the donor database.

Financial Planning and Budget Management

- Project annual undesignated, event, and bequest revenue.
- Develop, manage, and monitor the budget for department expenses.
- Develop and maintain fundraising KPI's.
- Keep the CEO and Director of Finance aware of significant variances for unrestricted and restricted funding goals.
- Produce a cost-effective budget to achieve action plans.
- Ensure fundraising initiatives are kept within budget.
- Monitor revenue and expenses quarterly.

Communications and Marketing

- In collaboration with the Communications Manager, develop and implement a social media strategy.
- Develop and manage an annual marketing and communications plan in collaboration with the Communications Manager.
- Integrate digital fundraising into the communications efforts.
- Oversee the design, content, and printing of all communication material.
- Oversee our web presence, ensuring the development of compelling content and timely updates for our website, with a keen focus on donor engagement and education.
- Promote the brand with a focus on key attributes that differentiate NTBC and by ensuring consistency in the use of NTBC's brand guidelines and logo.
- Oversee the development and execution of the annual advertising buy to support brand visibility and fundraising objectives.
- Promote the development of media relations and oversee all media releases.
- Manage brand risk and crisis communications.
- Provide oversight for all aspects of the organization and its leadership in public appearances and media.
- Oversee involvement in public relations activities such as festivals and special events, and act as an organization spokesperson.

Requirements (Education, Experience, Skills):

- Significant leadership experience in fundraising.
- Connection to mission, and a commitment to the organization's core values and strategic direction.
- Ability to contribute at the senior leadership level of an organization.
- Experience working with all forms of revenue generation in the charitable sector, including leadership giving, events, corporate partnerships, and foundation grants.
- Demonstrated ability in cultivating and soliciting large donations and securing corporate partnerships.
- Strong leadership skills and a positive model of the organization's values and policies.
- Track record of bringing innovative, creative thinking and fresh ideas to an organization.
- Entrepreneurial spirit with a track record for achieving results.
- Ability to develop relationships, influence decisions, and gain alignment across broad stakeholder groups.
- Strong understanding of the intersection and collaboration between fundraising and marketing communications.
- Marketing background that may include an understanding of social media platforms and knowledge of how to launch and maintain online initiatives, such as new or significantly upgraded websites and integrated marketing campaigns.
- Excellent understanding of relevant best practices in donor relations, marketing, and communications.
- Highly self-motivated and able to work autonomously, take initiative, and make decisions.
- Strong organization and project management skills with the ability to handle high volumes of work and shifting timelines and priorities in a professional manner.
- Excellent oral, written communication, and presentation skills.
- Exceptional storytelling skills to inspire internal audiences, stakeholders, and donors.

Other Needs:

- Post-secondary diploma or degree, preferably in Business, Fundraising, or Marketing, or equivalent combination of education, experience, and leadership.
- CFRE designation and membership in the Association of Fundraising Professionals are assets.
- The ability to work occasional evenings and weekends; available in the office for Board meetings, events, and as required for operational matters.
- Ability to travel within the province (and possess a valid passport for international travel if needed).
- Hybrid home-office working environment as approved by the CEO, with a minimum of two days per week in the office.
- Candidates will be asked to undergo a criminal record check.



Leadership Biography



Dr. Jasper Lament, CEO

Dr. Jasper Lament's lifelong commitment to environmental responsibility, conservation and sustainability has made a lasting impact on conserving high-value biodiversity in British Columbia. He brings an international perspective and experience to his role as CEO of The Nature Trust of British Columbia, which he joined in 2012.

He completed his PhD in Biology at the University of Miami, Florida and his Bachelor of Science (Honours) degree in Biology and Geography at Queen's University in Ontario.

Before his leadership of The Nature Trust of BC, he worked in senior conservation and environmental sustainability positions in the United States and Canada.

Dr. Lament served two terms on the Minister's Wildlife Advisory Council, which provides policy and strategy advice directly to BC's provincial government. He is also a member of the North American Wetlands Conservation Council (Canada). He has advanced cross-border migratory bird conservation as a board member of the Pacific Birds Habitat Joint Venture. He joined the Board of the Heart of the Rockies Initiative in 2025 to help advance cross-border conservation in the Rocky Mountain West. He has been a voice for land conservation at the national level through several Canadian land trust working groups, as the governments of Canada and British Columbia work to achieve their ambitious nature protection and land conservation goals by 2030.

He and his family live on the Sunshine Coast of BC.



Navigating complex challenges for social profits

The Discovery Group is an international consulting firm dedicated to the social profit sector. We believe that social profit organizations can change the world. Since 2017 it has been our mission to help social profits across the globe achieve their vision and elevate community impact. We work side-by-side with our clients to help them envision change, determine how to make it happen, and put the necessary tools and skills in place for success.

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