



Skipper Otto

Fractional Chief Marketing Officer

Skipper Otto Community Supported Fishery

Engagement	Fractional / Part-time contract (est. 10–20 hrs/week, bigger lift at start of engagement)
Location	Partial Remote with periodic in-person collaboration (Metro Vancouver)
Reports To	CEO & Founder, Sonia Strobel; close partnership with COO as part of the Leadership Team
Manages	Digital Marketing Specialist + external contractors (SEO/web agency, PR, copywriting, design/video)
Compensation	Competitive fractional rate commensurate with experience

About Skipper Otto

Founded in 2008, Skipper Otto is Canada’s first community-supported fishery (CSF), transforming the way seafood is produced, consumed and valued through a direct-to-consumer model that connects members with wild-caught, sustainably sourced seafood from BC fishing families. Founded by CEO Sonia Strobel, Skipper Otto operates across Canada from BC to Quebec, serving a membership base of active, values-aligned households.

We are a purpose-driven, Canadian-owned, woman-led business at an exciting inflection point: we have a clear three-year strategic plan targeting significant growth. We’re looking for a marketing leader who can help us get there.

The Opportunity

Skipper Otto is seeking an experienced fractional CMO to provide strategic marketing ownership during a pivotal growth phase. You will step into a company with strong brand equity, a loyal and growing member base, and a clear commercial trajectory — and help us translate that foundation into disciplined, outcome-driven growth.

This is not a role for someone who wants to manage from a distance. We need a hands-on strategic partner who can own the marketing function, develop and support a junior team, and work in close collaboration with our CEO and external agency partners. The 2026 + 2027 seasons are exciting priorities, and you will hit the ground running first by diving deep into what makes Skipper Otto unique and successful, so that you can thoughtfully build our strategy looking forward.

What You'll Own

1. Marketing Strategy & Planning

- Own and evolve the annual marketing plan, anchored to our 3-year strategic plan (3HAG) and revenue targets
- Own clear KPIs for member acquisition, activation, and retention; ensure all marketing activity maps to measurable business outcomes
- Lead quarterly marketing reviews with the CEO; translate data into strategic decisions
- Manage and optimize the marketing budget with rigour, allocating spend based on channel ROI and business priority

2. Member Acquisition & Growth

- Drive new member sign-ups across priority markets, with differentiated strategies where regional dynamics require it
- Oversee paid media strategy and performance across Google Ads, Meta, and emerging channels; ensure reporting is structured around cost-per-acquisition and channel return
- Support the 2026 planned model evolutions, including campaign and conversion funnel strategy
- Refine referral program activation, with particular focus on early onboarding sequences for referred members

3. Member Retention & Lifetime Value

- Lead retention marketing strategy: seasonal re-engagement, lapsed member win-back, and campaigns
- Develop and execute standing order marketing pilots targeting high-frequency, high-loyalty member segments
- Collaborate with the Leadership Team on the design of Skipper Otto's future model evolution

4. Brand, Content & Communications

- Serve as the steward of Skipper Otto's brand voice — deeply rooted in the founder's vision, values, and authentic storytelling about BC fishing families and sustainable seafood
- Oversee the content calendar and ensure all channels (email, social, web, PR) are aligned, on-brand, and connected to goals
- Provide editorial direction to the copywriting and design contractors; ensure content reflects Skipper Otto's distinct voice and perspective in the seafood industry
- Support PR strategy and speaking/ partnership opportunities that reinforce Skipper Otto's thought leadership in the sustainable food movement

5. Team Leadership & Contractor Oversight

- Directly manage and develop the Digital Marketing Specialist, establishing clear priorities, feedback rhythms, and growth expectations (including the hiring of our next marketing support role, as the current Digital Marketing Specialist has a planned departure in July 2026)
- Manage, hold accountable and coordinate the external marketing ecosystem: SEO/ digital ad/ web agency, PR contractor, copywriter, and design/ video contractors
- Build sustainable, well- documented marketing processes

What You Bring

Experience

- 8+ years of progressive marketing experience, with at least 2–3 years in a senior or leadership role (CMO, VP Marketing, or equivalent)
- Demonstrated experience with direct-to-consumer subscription or membership businesses; CSA, food delivery, or mission-driven brand experience is a strong asset
- Proven track record driving member or customer acquisition through paid digital channels (Google Ads, Meta) with clear attribution and ROI discipline
- Experience managing small, lean marketing teams and a network of external contractors
- Track record working directly with a founder or CEO in a collaborative, high-trust relationship

Skills & Approach

- Outcomes over outputs: you connect every initiative to a business result and resist the pull of activity for its own sake
- Strong analytical instincts: comfortable interpreting marketing performance data, designing cohort-based retention analyses, and translating findings into strategy
- Brand intuition: you can hold both the strategic and the creative, ensuring campaigns are both commercially effective and true to a brand's voice and values
- Technically savvy with deep comfort in utilizing tools (including AI) to drive efficiency in your work, without compromising on quality and humanity
- Excellent written communication; editorial sensibility and the ability to coach brand voice across a contractor team
- Operationally minded: you build systems, document processes, and create clarity in environments that may have been under-systemized
- A collaborative, candid partner to the CEO and COO, comfortable sharing honest perspectives and challenging assumptions constructively
- You are resourceful and agile, able to navigate dynamic business changes with clarity, creativity, and enthusiasm

Why Skipper Otto

Skipper Otto is a company with genuine soul. We exist to protect the livelihoods of BC's independent fishing families and give members direct access to some of Canada's finest wild-caught seafood. Our members don't just buy fish — they invest in a food system they believe in.

For a fractional CMO who wants meaningful, mission-aligned work without a full-time commitment, this role offers rare access to the strategic centre of a growth-stage company with a strong foundation, a clear vision, and a CEO who is hungry to build. You will have real ownership, a direct relationship with the founder, and the opportunity to shape how a values-led food brand grows into its next chapter.

We have a strong, supportive team with a growth mind-set and a culture of positivity, creative problem solving, collaboration, and fun. We value people, communities, creative problem solving, and environmental and social justice.

Location

We are seeking a candidate preferably based in Metro Vancouver, or within commuting distance, supporting our values of flexible remote work, while enabling in-person collaboration with our leadership team. Ideally this role would be in-person two days per week to start, with the option to shift to more remote over time.

How to Apply

Interested candidates should submit a cover letter and résumé [HERE](#). If you have a portfolio or website covering your body of work, please include that. In your cover letter, please speak to a specific example of membership or subscription growth you have driven, and what the outcome was.

Recruitment Process

- Video screen with External Advisor
- In-person interview with CEO
- In-person interview with CEO + COO
- Reference checks
- Offer

We leverage AI as a supporting tool where appropriate as part of the process, however AI does not solely do the screening, evaluation, or interviewing. Every applicant is reviewed by a human, every interview is conducted by a human, and all hiring decisions are made by the Team. We welcome applications from candidates of all backgrounds. Skipper Otto is committed to creating an inclusive and equitable process.