



## Director of Online and Social Media Giving

Cohen Veterans Network

Stamford, CT | Winter 2020

### Kieran McTague

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BOSTON | NEW YORK

***Cohen Veterans Network seeks a Director of Online and Social Media Giving to create and implement a strategic online and social media fundraising campaign.***

**About Cohen Veterans Network**

Cohen Veterans Network (CVN) was founded by philanthropist Steven A. Cohen in April 2016. Mr. Cohen made a commitment of \$275 million to build a network of mental health clinics for veterans and military families. In order to get ahead of transition challenges before they become chronic or acute, CVN's focus is on post-9/11 veterans and families of both active duty personnel and veterans. Each Cohen Clinic serves veterans based on their specific needs and can see pre-9/11 veterans, based on clinic availability. Cohen Veterans Network is a key piece of Steven A. Cohen's long-term commitment to support veterans and military families. Mr. Cohen's work with veterans began in part because of a personal connection – his son served in the United States Marine Corps.



CVN's mission is to improve the quality of life for veterans and their families. CVN works to strengthen mental health outcomes and complement existing support, with a particular focus on post-traumatic stress as well as other mental health conditions such as anxiety and depression. The organization's vision is to ensure that every veteran and family member is able to obtain access to high-quality mental health care that can help them to lead fulfilling and productive lives.

CVN is the largest private mental health system focused on post-9/11 veterans and their families. CVN is building a network of customized, outpatient clinics for veterans and their families in high-need communities, with trained clinicians who deliver holistic evidence-based care—both on site and via telehealth— all to improve mental health outcomes.

To date, CVN has established 14 military family clinics across the nation, with a goal of 25 clinics by early 2021. At each clinic, veterans and family members are eligible for personalized, evidence-based mental health care along with case management support and referrals for related needs including employment, finances, housing, and legal issues.

CVN is based in Stamford, CT and has an office in Silver Spring, MD. The Director of Online and Social Media Giving will be based in the Stamford, CT headquarters.

**About the Position**

The Director of Online and Social Media Giving will be responsible for creating and implementing a strategic online and social media fundraising campaigns. The Director will work with the External Affairs and Advancement teams to develop a master strategy to convert existing and new website and social media audiences to donors and newsletter subscribers, and to build a significant monthly giving program. The Director will be responsible for developing the strategy for the online giving program and the day-to-day implementation of the program at both the Network and clinic level.

The Director will report to the Chief External Affairs Officer, with close collaboration with the Senior Vice President of Advancement.

## Key Responsibilities

- Leverage CVN's robust digital marketing assets (Back to Better) and develop and execute online and social media fundraising campaigns, including renewals, monthly giving, year-end giving, and other special appeals, both on the national and local (clinic) levels;
- Develop, grow and segment lists, cultivating donors and prospects for fundraising success;
- In collaboration with the External Affairs team, develop email communications, online advertising, social media, website content, and other marketing/fundraising materials aimed at increasing donations;
- Optimize landing and donation pages, and implement testing plans to improve performance and increase revenue;
- Sustain and grow online giving and monthly giving programs with particular focus on building new audiences as well as converting newsletter subscribers;
- Manage vendors, if needed, for online marketing and outreach efforts;
- Utilize Salesforce to streamline integration of communications systems with the database and maintain data integrity;
- Collaborate with External Affairs and Advancement leadership to develop reports to analyze and track performance of the online giving program;
- Working with the EA team, implement email set-up, production, and delivery;
- Create a strategy to encourage newsletter recipients (and others) to create their own online giving opportunities through social media (birthdays, anniversaries, wedding registries, etc.)



## Key Qualifications

- 5+ years of proven experience with online giving using Donate Now, Facebook, Instagram, AmazonSmile, email and cross-channel marketing in non-profit settings or as part of political campaigns
- Solid understanding of leveraging paid and owned channels for fundraising
- Proven ability to write for an online audience at a professional level
- Experience with databases, audience segmentation and data integration
- Experience with Salesforce and Pardot and marketing automation tools such as HubSpot Marketo is highly desirable
- Proven ability to work effectively across departments; strong interpersonal skills
- Detail-oriented with strong follow-through and the ability to meet deadlines
- A high level of expertise combined with a can-do attitude; willingness and ability to formulate a plan and personally implement down to smallest details
- Proficient with Microsoft Suite (Word, Excel, PowerPoint, etc.)

The programs and initiatives of Cohen Veterans Network are staffed by talented individuals who have the passion, drive and skills necessary to fulfill its mission. CVN is an Equal Opportunity Employer, appreciates and values individual differences and welcomes diversity in its broadest definition. CVN is committed to promoting an inclusive organizational environment of dignity and respect.



In order to attract and retain a high-performance workforce, CVN offers a dynamic and rewarding work environment, an excellent benefit package and salary that is commensurate with industry standards.

Please email your cover letter and resume in confidence to:  
[CohenDirectorOnlineGiving@developmentguild.com](mailto:CohenDirectorOnlineGiving@developmentguild.com)

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For more information about Cohen Veterans Network, please visit [www.cohenveteransnetwork.org](http://www.cohenveteransnetwork.org)  
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### **About Development Guild DDI**

Development Guild DDI is a nonprofit leadership development consulting firm that provides nonprofit executive search, fundraising counsel, and campaign services. We bring a powerful combination of discipline and innovation to every client engagement, delivering solutions that are both strategic and deeply rooted in experience and analysis. Drawing upon more than 2,500 client engagements and 40 years working in every nonprofit sector, our collaborative approach is distinguished by candid dialogue and supported by cutting-edge technology. We commit to understanding and respecting your unique culture and to translating that knowledge into viable solutions.

