



Chief Development and Marketing Officer

Green Beret Foundation

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Green Beret Foundation seeks a visionary leader to serve as the new Chief Development and Marketing Officer to increase philanthropic support and brand awareness to honor and advance the legacy of the Green Berets.

About Green Beret Foundation

Green Beret Foundation (the Foundation) serves the Army's Special Forces, our nation's most elite soldiers. The Foundation believes Green Berets are our nation's greatest assets and honors its commitment to Green Berets past and present, as well as their families, by connecting them with the right resources to prosper and thrive every day. Because when Green Berets and their families are supported, our nation's most elite soldiers become our nation's best leaders.



For more information about Green Beret Foundation, please visit <https://greenberetfoundation.org/>

About the Position

The Chief Development & Marketing Officer (CDMO) will report to the President and CEO and is responsible for creating, leading, and implementing an integrated resource development and marketing strategy that strengthens the Foundation's visibility, stakeholder engagement, financial resources, and overall impact. The position is responsible for forging new relationships, maintaining and growing existing relationships, and leading efforts to build and manage a high-performing development and marketing team. Serving as a trusted advisor, the CDMO plays a pivotal role in supporting the President and CEO on seven- and eight-figure gift solicitations while embracing and advancing the mission of the Green Beret Foundation.

The Green Beret Foundation provides comprehensive support to U.S. Army Special Forces soldiers and their families. The Foundation raised more than \$5M in 2024 from individual donors, event revenue, strategic partnerships, foundation grants, and corporate support, and the new CDMO will be charged with increasing revenue to \$10M over the next few years through fundraising, event management, marketing, strategic planning, and organizational leadership.

The CDMO will oversee a team of 3 and will be responsible for development, communications and marketing strategies, achieving sustainable revenue growth and increasing the organization's brand awareness. Acting as an internal advisor to the President and CEO and Board, the CDMO will ensure that all strategic initiatives align with the organization's mission, goals, and standards.

As a member of the Executive Team, the CDMO collaborates with the President and CEO, Chief of Staff, and other senior leaders to provide strategic and operational management and will serve as a thought leader and strategic advisor in advancement of the Foundation's mission and operation.

Key Responsibilities

Strategy and Mission Advancement

- Lead the development and execution of the organization's strategic plan, adhering to the vision set by the President and CEO, and Board of Directors.
- Collaborate with the President and CEO to create and implement an organizational fundraising operating plan.
- Act as a key advisor to the President and CEO and Board on trends in the philanthropic landscape, competitive intelligence, and external risks and opportunities.
- Facilitate strategy execution by fostering collaboration across departments and ensuring consistent communication.
- Develop organizational metrics and a dashboard to evaluate performance, impact, and overall effectiveness.
- Lead a culture that embraces and reflects the mission of the Green Beret Foundation, ensuring alignment in all organizational initiatives.



Revenue Generation and Development

- Lead efforts to raise \$4 million annually, scaling to \$6–8 million within three years, through individual, corporate, foundation, and public sector funding.
- Manage a personal portfolio of the Foundation's top donors and prospects.
- Build a planned giving program in partnership with the President and CEO
- Expand and strengthen the donor base by driving strategic prospecting and pipeline growth, with a focus on cultivating long-term, sustainable giving.
- Increase engagement and outcomes through community-based fundraising initiatives.
- Collaborate with the President and CEO on high-level solicitations with a focus on securing transformational seven and eight-figure gifts.
- Design and implement a framework for individual giving, expanding donor pipelines and increasing sustainable revenue.
- Build and grow a comprehensive development team, recruiting top talent to create and sustain a high-performing, mission-driven culture.
- Oversee all aspects of the fundraising operation including but not limited to CCV partnerships, individual and major giving, grants & scholarships, foundation giving, strategic and community events and day to day fundraising operations.
- Leverage innovative fundraising strategies, including data-driven solutions, digital campaigns, and online engagement tools.
- Create and manage capital campaign strategies, working closely with the Board and President and CEO.

- Ensure fundraising activities and outcomes are aligned with operating needs and strategic priorities.

Marketing and Communications

- Oversee marketing and branding strategies to elevate the visibility and public understanding of The Green Beret Foundation's mission.
- Ensure cohesive messaging across all communication platforms, including print, digital, and social media.
- Partner with the marketing team to develop creative, high-impact campaigns that resonate with key audiences, stakeholders, and supporters.
- Continuously evaluate the effectiveness of marketing and fundraising materials, making data-driven adjustments to maximize engagement.
- Work on close cooperation with the program & services team, as well as other key disciplines in the organization to ensure marketing and communication strategies and tactics are aligned with and support mission and operating needs.

Board and Senior Staff Leadership

- Collaborate with the President and CEO, Board, and Executive Team to create and implement an advancement strategy that aligns with organizational goals.
- Serve as an ambassador for the organization, articulating the mission to external audiences and cultivating relationships with key stakeholders.
- Support the Board and senior staff in cultivating, soliciting, and stewarding gifts and partnerships.
- Provide training and mentorship for Board members and senior staff in best practices for fundraising and relationship-building.
- Develop a deep commitment to the mission of The Green Beret Foundation.



Internal Management and Infrastructure

- Recruit, train, and mentor development, marketing, and advancement staff.
- Manage day-to-day operations of the team, ensuring alignment with organizational objectives.
- Oversee budgeting, forecasting, and reporting for the development and marketing team, ensuring transparency and accountability.
- Foster collaboration across departments to create a cohesive and unified organizational culture.
- Partner with finance and accounting staff to maintain efficient financial tracking and reporting processes.

Key Qualifications

- 10+ years of progressive experience in development that includes 3 – 5 years of strategic focus on communications and marketing.

- Experience partnering with key stakeholders at all levels, from community members and line staff to executives, Board Members and major donors and representatives of complex partner organizations.
- Proven leadership skills and experience building a high-performing team while maximizing outcomes while providing the highest level of mission-impact and support.
- Strong collaborator with interest and ability to build relationships at all levels internally and externally.
- Proficient knowledge of development and marketing/communications applications and tools, with position-relevant knowledge of Microsoft applications and complex CRM and donor management systems. Blackbaud experience preferred.
- Experience in developing presentations and analytics related to position responsibilities and outcomes.
- Strong written and verbal communication skills with ability to communicate at all levels and in a wide variety of formats and audiences.
- Strong executive presence and professional demeanor with the ability to adapt to the unique culture of the Foundation.
- Understanding of and/or exposure to military culture and the unique challenges faced by veterans and active duty servicemembers.
- Experience in budgeting, financial management and resource allocation.
- Demonstrated experience and competencies in critical areas related to the position including, but not limited to:
 - Customer and team focus
 - Ethics, values and integrity
 - Strategic ability
 - Outcome orientation
 - Interpersonal savvy and team building
 - Subject matter expertise in essential elements of position responsibilities
- Experience within a nonprofit organization within a military family support services environment or healthcare organization preferred.



Travel and Compensation

The salary for this position is \$225,000+ per year, commensurate with experience. Some evening and weekend hours will be needed on occasion to meet the needs of The Green Beret Foundation community and the strategic revenue growth plan for The Foundation. Travel is primarily regional but will from time to time include attendance at key events and meetings throughout the United States with overnight travel. The CDMO position is strongly desired to be within regular commutable distance of the greater Boston area.

Green Beret Foundation is proud to be an Equal Employment Opportunity and Affirmative Action employer. They do not discriminate based upon race, religion, color, national origin, sex (including pregnancy, childbirth, reproductive health decisions, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, genetic information, political views or activity, or other

applicable legally protected characteristics. Green Beret Foundation participates in the E-Verify program in certain locations as required by law. Green Beret Foundation is committed to working with and providing reasonable accommodation to applicants with physical and mental disabilities. Green Beret Foundation is a drug-free workplace.

To express interest, please submit your cover letter and resume in confidence [here](#).

For more information, please visit www.developmentguild.com.

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About Development Guild DDI

For 45 years, Development Guild DDI has consulted to leaders across the nonprofit spectrum. We have successfully collaborated with more than 650 clients nationwide in the sectors of health & science, education, environment, the arts, and social justice. We are experts in executive search and fundraising and are at the forefront of delivering best practice in these services.

With each engagement, we work in teams tailored to a client's particular needs, providing sector-specific intelligence, cross-sector insight, and hands-on functional expertise. We combine our perspective on nonprofit leadership with our knowledge and experience in both fundraising and executive search. This distinct perspective enables us to deliver the most strategic and measurable impact.

