



August 26, 2020  
Veterans Legal Services Job Posting  
Communications & Development Director Position

*Note: This is a revised position description of a previously posted opening. The position will be conducted primarily remotely through the end of 2020 and is anticipated to be conducted in person from 2021 onward, pending recommendations of public health officials.*

Join an award-winning and growing legal aid organization dedicated to improving the lives of military veterans through civil legal services!

**Position Overview:**

The Communications & Development Director develops and executes a communications and development strategy to increase the visibility of Veterans Legal Services (VLS), secure additional funding from diverse funding sources, and ensure sustainability of programs through increased revenue. The Communications & Development Director is supervised by VLS's Co-Executive Director & Chief of Operations. *Please note: VLS's physical office is located in downtown Boston near North Station. While our office is presently closed, applicants should anticipate commuting to that area beginning in 2021.*

**Primary Tasks include but are not limited to:**

- Develop communications and development strategy and plan, taking into account multiple audiences, including prospective and current donors, veteran clients, community partners, government agencies/officials, and stakeholders;
- Design new website (support provided) and develop/maintain content and design;
- Draft and implement email and mail marketing campaigns;
- Develop and post social media content (Facebook, Instagram, Twitter, LinkedIn);
- Draft annual reports, newsletters, and other similar communications;
- Create marketing materials such as VLS Snapshot, case studies, pitch folders, etc.;
- Plan and execute both virtual and physical events, including informational sessions for donor prospects, donor stewardship events, annual gala/fundraising event, etc.;
- Identify, perform due diligence on, and manage development-related vendors and technology platforms (e.g. text-to-give, merchant services/credit card processor);
- Identify individuals and entities to build relationships with (for both friend and fund-raising), and coordinate with Executive Director(s) on outreach;
- Steward both new and existing supporters;
- Complete grant applications and reports and maintain grant calendar and records;
- Provide board support relative to development, e.g. providing support to individual board members asked to contact donors for solicitation or stewardship;
- Collaborate with other team members to identify significant case victories or other activities to be highlighted, in addition to providing support around performance metrics.

**Secondary Tasks include but are not limited to:**

- Occasionally visit clinic/community sites, such as homeless shelters and Dept. of Veterans Affairs hospitals in support of marketing efforts (e.g. photography shoots);
- Possible supervision of volunteer(s);
- Assist with or perform own administrative tasks;
- Represent VLS at relevant events and continuing education panels, which may include occasional evening work.

**Required Skills & Qualifications:**

- 5+ years of communications/marketing/development experience;
- Exceptional interpersonal and communication skills to effectively and appropriately represent the organization to prospects and donors, provide meaningful information that will encourage contributions, and represent VLS's best interests;
- Significant grant application and report writing experience;
- Demonstrated ability to cultivate, solicit, and close donations from diverse sources including, but not limited to, private foundations, government, corporations, and individuals;
- Exceptional written and oral communication with strong attention to detail;
- Experience with website design, content development, and maintenance;
- Experience with copywriting and editing;
- Experience with social media marketing;
- Experience with graphic design;
- Experience with brochure/flyer/other marketing material development;
- Highly organized, reliable, and flexible with strong multi-tasking/prioritization abilities;
- Proficiency in Microsoft Office and G-Suite, with ability and willingness to learn additional online tools, applications, and technologies;
- Self-starter with a positive, can-do attitude who works well independently as well as part of a team;
- Professional and highly ethical;
- Courteous demeanor with excellent judgment and strong sense of humor;
- Ability to work effectively with a diverse range of individuals, including clients, law students, volunteers, attorneys, board members, and funders;
- Willingness to participate as part of a team effort and assist with reasonable tasks as needed in fulfillment of VLS's mission;
- Sensitivity to the circumstances of VLS's client population and excitement for VLS's mission;
- Ability to adapt effectively to ongoing changes in work environment and willingness to find creative solutions to unexpected challenges.

**Preferred Skills & Qualifications:**

- Familiarity with civil legal aid;
- Experience with Salesforce, PowerPoint, Vertical Response or other email marketing platform, and merchant services (credit card processing platforms).

**Compensation:**

The Communications & Development Director position is a 35-40 hour per week position with a salary range of \$70,000 - \$80,000 annually, dependent on experience. Benefits include health insurance, short-term disability insurance, long-term disability insurance, generous sick,

personal, vacation, and holiday schedule, 401K employer match, partial phone reimbursement, pre-tax MBTA pass program, and continuing education opportunities.

**Diversity and Inclusion:**

Veterans Legal Services highly values diversity and encourages applications from individuals of diverse backgrounds and experiences. Individuals who identify as LGBTQ, veterans, and people of color are strongly encouraged to apply.

**Application Instructions:**

Interested candidates should submit a cover letter and resumé to [DevelopmentPosition@veteranslegalservices.org](mailto:DevelopmentPosition@veteranslegalservices.org). VLS is unable to respond to phone or social media inquiries. Applications will be considered until the position is filled.