



**POSITION:** Chief Marketing Officer  
**REPORTS TO:** Chief of Staff  
**LOCATION:** Ponte Vedra Beach, FL

#### **VISION**

We envision a society where veteran suicide and canine euthanasia are eliminated, and the entire nation stands up to support our Armed Forces, and every American Veteran and military member can reach their full potential.

#### **MISSION**

K9s For Warriors is ending veteran suicide and returning our warriors to a life of dignity and independence. We rescue and train shelter dogs to be paired as Service Dogs for warriors with service-connected Post-Traumatic Stress, Traumatic Brain Injury and/or Military Sexual Trauma.

## VALUES

Our core values include service, integrity, heart, humility, and respect. We will be the leader in our industry with an exceptional, sustainable delivery model that changes the lives of warrior veterans and rescue dogs for the better.

## ABOUT K9s For Warriors

K9s For Warriors is the nation's largest provider of service dogs for disabled American veterans. We provide each warrior with a service canine, equipment, training, certification, seminars, legal instruction, vet care, housing, home cooked meals, unconditional love and listening, and a lifetime of wrap-around services. We don't just give each of our warriors a service dog, we give them the K9s Family.



## CURRENT AND HISTORICAL BACKGROUND

Established in 2011, K9s For Warriors is the nation's largest provider of service dogs for American veterans with PTSD, traumatic brain injuries (TBI), and/or military sexual trauma (MST). K9s operates from two locations: a nine-acre, state-of-the-art campus in Ponte Vedra, Florida, and a unique residential home in Alachua, Florida. Shari Duval founded K9s For Warriors to help her son, Brett Simon, recover from his own experience with PTSD. Brett was an expert dog trainer for the Miami Township of Cincinnati Police Department, and after 9/11 he was attached to the U.S. Army as a contractor, handling bomb-sniffing dogs. After two tours in Iraq, his body returned intact, but the old Brett was nowhere to be found. Determined to

aid her son's recovery, Shari immersed herself in research about PTSD. During a period of research, Shari discovered the following: (1) an alarming number of veterans were suffering from the same debilitating symptoms as Brett, and (2) many people suffering from PTSD had seen improvement with the help of service dogs. For Shari, the next step was obvious: start a non-profit to pair veterans with service dogs and get Brett back to doing what he loves—training dogs. Working initially out of a two-bedroom house, Shari and Brett found several rescue dogs at a local shelter and began inviting warriors suffering from PTSD and other service-related issues to a three-week, in-residence training program.

Seven years later, the organization has developed a growing track record of success in helping hundreds of veterans recover and reintegrate to civilian life with the aid of rescued, well-trained dogs. Every warrior that walks through the door at K9s For Warriors becomes family. They are provided with a service canine, equipment, training, certification, seminars, legal instruction, vet care, housing, home cooked meals, unconditional love, and a lifetime of wrap-around services (including available life-long healthcare and food for their dogs). The program is 100% free for the veteran. By pairing veterans with well-trained service dogs, who are themselves rescues, the organization has been instrumental in the recovery of hundreds of disabled veterans, and, most importantly, we are incredibly successful at preventing veteran suicide.



### **THE OPPORTUNITY**

The Chief Marketing Officer position is an exceptional opportunity for the right candidate to employ their marketing and communication skills in leadership, management, visionary thinking, and national media relations expertise for a strong organization composed of a committed, hardworking, and passionate team.

The next CMO will have the opportunity to work collaboratively with the education and advancement departments and teams to educate key stakeholders, including the general public, media, sponsors, and potential sponsors and various community/veteran organizations on K9s For Warriors' mission to help veterans suffering from PTSD. This includes developing and managing communication strategies and tactics, supporting sponsors, community and media relationships, and working closely with K9s For Warriors programs department to ensure consistent, optimized support for the K9s for Warriors' mission.

## POSITION SUMMARY

Reporting to the Chief of Staff, the Chief Marketing Officer will manage a team of 3 direct reports and 2 indirect reports, and a marketing budget that fits within the overall operating budget of \$13 million. The next Chief Marketing Officer will think strategically about how to help support both the education and advancement departments and contribute to the raising of resources in support of the mission. The CMO will be responsible for leading the development of graphically appealing internal and external publications, newsletters, email newsletters, announcements, planned publications, on-line, internet, video, special projects



and assignments. They will be responsible for establishing a best in class website and social media presence which supports organization awareness and growth goals as well as creating rich and creative content that is optimized for search engines.

## CANDIDATE PROFILE

K9s For Warriors seeks a proven marketing executive, with a passion for the mission of K9s For Warriors. The ideal candidate should be a seasoned, well-rounded communications professional that understands emerging marketing trends and market expansion, backed with a successful track record in achieving mission driven goals. He or she will be a visionary, able to inspire and harness the talents and hard work of their team and the people around them to achieve that vision.

The next K9s For Warriors CMO must be a person of the highest integrity and will have demonstrated strengths in valuing people, in building unified, collaborative teams, and in cultivating positive, inspirational team environments.

She or he must have a Bachelors' Degree with a specialization in Communications or Marketing preferred. The successful candidate will have at least 3-5 years in a senior leadership role, following at minimum, a decade long career and advanced experience working with a variety of traditional and modern marketing and communications functions including branding and messaging to different target audiences.

Personal qualities desired would be sincerity, an inspiring and engaging personality, as well as focused, communicative consistency. We seek a Chief Marketing Officer who is driven to succeed, a confident decision maker, a strong listener and who is empowering and collaborative.

To apply, please send a current resume and letter of introduction to Kittleman & Associates, LLC at <https://ww2.kittlemansearch.com/Jobs>. For more information about K9s For Warriors, visit <https://www.k9sforwarriors.org/>

