

**Job Title:** Marketing & Communications Manager

**Reports to:** Director of Development

### **About the Cancer Wellness Center**

With a presence in North/Northwest Chicagoland, the Cancer Wellness Center has been in the community since 1989 because of its unrelenting commitment to help cancer patients and their families. The Cancer Wellness Center has prided itself on being a reliable source of support and information for the cancer community. Healthcare partners have come to rely on the Center's services which are not available elsewhere in the community. To minimize the barriers for seeking necessary support, offerings focused on support, wellness and education are available free of charge. The Center serves both adults and children who are diagnosed with cancer, are the family member/caregiver of someone with cancer or have experienced the loss of a loved one to cancer.

### **The Opportunity**

The Marketing & Communications Manager, leads all Cancer Wellness Center marketing and communications strategies including their development, management, execution, and measurement. They will coordinate initiatives across the development, programming, and clinical departments while bringing new creative ideas to the organization. They will drive effective and engaging messages that ultimately build the Center's presence and reputation in the community and will collaborate across the organization to identify and drive effective solutions that help our team achieve its program participation, fundraising, outreach, and awareness goals. They may also act as a liaison between partner marketing support, outside agencies and contracted vendors. Our ideal candidate will be comfortable with day-to-day marketing activities, as well as long-term strategy, and enjoy being creative and taking the initiative.

### **Key Responsibilities**

#### Marketing Strategy & Planning

- Develop and manage the organization's marketing and communications strategy and tactics.
- In collaboration with Director of Development and Communications team, develop strategic organizational messaging, create and curate content that reflects CWC's brand identity.
- Develop marketing plan on an annual, monthly and by media channel basis. Plans should be grounded in data analysis.
- Work with Marketing Data Analyst to monitor email, web, and social media analytics; Assess performance of marketing tactics, participant and donor feedback, and market trends to inform fundraising and marketing strategies

- Identify Key partners and donor segments for stronger targeting and effectiveness.
- Coordinate production/materials timelines and manages project expense budget.

### Marketing Communications

- Manage organization's communications calendar including scheduling for website, email outreach, and social media.
- Create and maintain marketing and promotional materials, both print and electronic. Materials may include program guide, newsletters, rack cards, presentations, and signage.
- Work with Development team to design and execute fundraising campaigns for appeals and events in both print and digital formats.
- Work with Development team to produce sponsorship materials and ensure all benefits to be included in communications pieces (newsletter, social media and website) are arranged and implemented.
- Work with Program team to produced program marketing materials including flyers, social media posts and other digital content.
- Create programming e-newsletters for partners (monthly) and participants (bi-monthly)
- Execute digital marketing projects from ideation to deployment for website, fundraising landing pages, email outreach and social media
- Work in collaboration with Program Manager and external healthcare partners on joint marketing initiatives
- Promote the organization through public relations initiatives

### General

- Manage [www.cancerwellness.org](http://www.cancerwellness.org) content, including upkeep of images and content, enhancements and requirements.
- Agency point of contact – may be responsible as the agency point of contact to ensure execution of plan (if agency support exists)
- Prepares marketing activity reports on regular cadence and on an as needed basis.

### **Experience and Education**

- Bachelor's degree in marketing, communications, or related field

- 3-5 years of marketing and communications experience
- Strong organizational skills and exceptional attention to detail
- Strong analytical skills and data driven thinking
- Excellent time-management skills and the ability to multi-task
- High degree of problem-solving abilities
- Working knowledge of digital channels and platforms
- Experience in leading and managing Digital Campaigns
- Strong persuasive writing, detailed editing and layout/design skills
  
- Proficiency with graphic design software, including Canva, Photoshop, or Illustrator
- High level of computer literacy including familiarity with Microsoft Office, and CRM databases (Raiser's Edge preferred).
- Proficient with Constant Contact or similar email marketing software
- Demonstrated ability to maintain a website; experience with Wordpress is preferred.
- Experience in writing and curating content for major social media platforms
- Experience in setting up and optimizing Google Adwords campaigns is desired
- Experience working in a non-profit organization/association is highly desired
  
- Intellectual curiosity, desire to learn, ability to take initiative

Cancer Wellness Center is an equal opportunity employer and will not discriminate against any employee or applicant based on race, color, creed, religion, gender, sexual orientation, national origin, age or disability. Salary is commensurate with experience.