

Director of Marketing & Communications

Reports to: Executive Director

Classification: Full-time, Exempt

Location: Hybrid, Northbrook IL

About Cancer Wellness Center

Cancer Wellness Center's mission is to help individuals and their loved ones navigate a cancer diagnosis through whole-person care, expert guidance, and a welcoming community. The Center provides free, comprehensive psychosocial support to individuals impacted by cancer, empowering them through professional counseling, support groups, education, wellness programs, and community connection. Guided by our core values of **compassion, excellence, integrity, collaboration, and inclusiveness**, we ensure that those facing cancer, and their loved ones, receive the support they need during this life-changing time.

Position Summary

The Director of Marketing & Communications leads the organization's marketing, digital, and communication strategies to strengthen visibility, reach, and engagement among participants, donors, funders, and partners. This role balances marketing strategy with execution and oversees the Marketing Associate and Community Engagement Coordinator, ensuring community outreach efforts align with broader marketing goals.

Key Responsibilities

Marketing Strategy & Brand Management (25%)

- Develop and execute a comprehensive, data-driven annual marketing and communications plan aligned with organizational goals.
- Maintain and evolve the CWC brand through consistent messaging, visual identity, and digital presence.
- Use analytics to monitor the effectiveness of campaigns, website traffic, participant and donor engagement, and donor behavior, translating insights into improvements.
- Ensure mission-centered storytelling and brand alignment across all materials.

Digital Marketing & Online Program Strategy (20%)

- Lead digital marketing initiatives, including SEO, SEM, email, and social media.
- Oversee CWC's website and digital platforms, ensuring content accuracy, accessibility, and user experience excellence.
- Support digitalization of program content, including online learning modules, virtual program features, and multimedia content strategy.
- Evaluate and implement digital tools that expand reach and enhance participant engagement.
- Utilize data analytics to refine messaging and targeting.

Communications & Project Management (25%)

- Oversee all organizational communications, including newsletters, appeals, annual report, program promotion, and event communications.
- Serve as editorial lead to ensure accuracy, clarity, and mission alignment across communications.
- Oversee marketing calendar, production schedules, campaign timelines, and internal workflows to ensure smooth execution across departments.
- Provide direction and prioritize workload, delegating tasks to the Marketing Associate while directly executing high impact- projects.

Community Engagement & Organizational Visibility (15%)

- Guide the strategy, priorities, and messaging for the Community Engagement Coordinator's outreach activities, including community outreach, community event participation, and partner engagement to increase awareness of CWC services.
- Ensure community engagement insights feed back into broader marketing strategies, digital campaigns, and messaging improvements.
- Support the Community Engagement Coordinator in developing outreach materials, training volunteer ambassadors, and strengthening key community partnerships to increase awareness of services and the organization.

Management & Cross-Department Collaboration (15%)

- Supervise, mentor, and support the Marketing Associate and Community Engagement Coordinator.
- Partner with Program/Clinical teams to promote programs, strengthen participant communications, and support successful program launches.
- Collaborate with Development team to support fundraising campaigns and donor communications.
- Manage the marketing budget and ensure resource allocation aligns with organizational priorities.

Qualifications

- Bachelor's degree in marketing, communications, digital media, or related field.
- 7+ years of progressive experience in marketing/communications; nonprofit or mission-driven experience preferred.
- Strong digital marketing expertise (SEO, SEM, analytics, social media strategy, email automation).
- Experience supervising staff and managing cross-functional workflows.
- Proficiency with CRM platforms, project management tools, email marketing systems, website content management systems, and digital content creation tools.
- Excellent writing, editing, and storytelling skills.
- Ability to translate data and insights into strategy.
- Ability to thrive in a small nonprofit environment, balancing strategy and hands-on work.

Personal Attributes

- Mission-driven and aligned with CWC's values.
- Strong organizational skills and attention to detail.
- Collaborative team player comfortable with cross-department work.
- Curious, adaptable, and eager to learn new digital tools and approaches.

Compensation and Benefits

Compensation range \$90,000-\$110,000 annually, commensurate with experience and qualifications. Cancer Wellness Center offers a comprehensive benefits program, which includes medical insurance, 401(k), 401(k) match and paid time off (PTO).

How to Apply

Interested candidates are invited to submit a cover letter and resume outlining their qualifications and interest in the position. Please email all application materials to info@cancerwellness.org **with a subject line of "Director of Marketing and Communications"**. Applications will be reviewed on a rolling basis until the position is filled.

Equal Opportunity Statement

Cancer Wellness Center is an equal opportunity employer. We do not discriminate on the basis of race, color, religion, creed, national origin, ancestry, sex, pregnancy, sexual orientation, gender identity or expression, age, disability, genetic information, marital status, veteran status, or any other characteristic protected by law. All employment decisions are based on qualifications, merit, and organizational need.