Position Announcement

Chief Marketing and Communications Officer

Founded by patients and survivors, GO2 Foundation for Lung Cancer transforms survivorship as the world’s leading organization dedicated to saving, extending, and improving the lives of those vulnerable, at risk, and diagnosed with lung cancer.

We work to change the reality of living with lung cancer by ending stigma, increasing public and private research funding, and ensuring access to care. Serving our community for the past 25 years, GO2 Foundation helps people navigate the paths of early detection, diagnosis, and treatment leading to long-term survival.

To continue our commitment to delivering life-changing information, navigation, and support services to the millions of people at risk and living with lung cancer, GO2 has exclusively retained Impact Search Advisors by Nonprofit HR to assist in the recruitment efforts for our Chief Marketing and Communications Officer.

The Chief Marketing and Communications Officer role will make an important contribution to our strategy development. Reporting to the President & CEO the Chief Marketing and Communications Officer (CMCO) leads all aspects of marketing and communications, collaborating with GO2 Foundation’s departments. This is a highly visible role that will work closely with all teams in the organization.

This person will change the delivery communications around the leading cause of cancer and will be a lead advocate in reducing lung cancer mortality. The next CMCO will also be integral in elevating the organization’s mission to help shape branding strategies that ensure the mission is seen, known, heard, and understood at the national and ultimately international level. Along with managing and strategically growing the Marketing & Communications team, this role will collaborate with leadership to develop and coordinate messaging and align marketing strategies that elevate the brand to secure critical support and funding to enable GO2 Foundation to fulfill its mission. This effort will include a commitment to expanding our reach to underserved communities.

The CMCO must be a passionate leader and be able to develop and execute national targeted branding and marketing strategies tailored for different audiences and channels. The CMCO will possess creative, visionary, strategic, business and financial strengths. They will also have proven experience and interest in targeted fundraising for marketing and communications, outstanding leadership, and the ability to work effectively with others in a decentralized and geographically dispersed organization, including leadership and Board of Director levels.
The selected candidate must also have an exceptional leadership presence and experience addressing a diverse community, with demonstrated ability to increase and leverage organizational visibility, credibility, and brand recognition through the media and other public relations sources.

The ideal candidate will have a minimum of fifteen years senior level experience as a marketing and communications leader in a mission-driven, non-profit organization, or a for-profit organization, preferably with a science or healthcare background. Bachelor’s degree in marketing and communications required; advanced degree preferred. Candidate may be located remotely within the United States and must be able to travel as necessary when safety permits.

How to apply

GO2 Foundation for Lung Cancer embraces diversity and belonging and provides equal employment opportunities and consideration to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, and/or local laws.

For consideration, interested candidates should submit a cover letter and resume. Your cover letter must address your experience and qualifications. Send materials to Jami Armstrong, lead Search Consultant at Nonprofit HR directly at jarmstrong@nonprofithr.com.

Please visit www.go2foundation.org for more information about the organization.