MANAGER, MARKETING – Nonprofit – San Carlos, CA

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.

WE ARE HIRING a Marketing Manager in our San Carlos, California office, located at 1100 Industrial Road, San Carlos, CA 94070

The Marketing Manager will support strategy development and tactical implementation of communications and marketing activities. Primary focus will be on content development and dissemination, and management of communication channels, including collateral material, email/newsletters, social media platforms, and GO2’s website. The position will work closely with all GO2 Foundation teams and programs.

GO2 Foundation for Lung Cancer is a nationally groundbreaking healthcare nonprofit that offers competitive salaries, a warm and flexible work environment, opportunities for growth and an excellent benefits package.

For full, detailed position description, see below.

TO APPLY FOR THIS POSITION:

Send your resume, along with cover letter including salary requirements to: jobs@go2foundation.org.

Please enter Marketing Manager – West Coast in email subject line.

Thank you!
JOB DESCRIPTION

Job Title: Marketing Manager – West Coast
Reports To: Senior Director, Communications & Marketing
FLSA Status: Exempt
Location: GO2 Foundation for Lung Cancer - West Coast Office
1100 Industrial Road, Suite 1
San Carlos, CA 94070

POSITION SUMMARY

The Marketing Manager facilitates communication development for outreach to key constituents of GO2 Foundation for Lung Cancer, including individuals at risk, patients and survivors, caregivers, and families touched by lung cancer and the healthcare professionals, researchers, stakeholders and industry contacts in the field. A key responsibility will be the liaison roles with the events team, to include implementation of regional communications; and the Excellence in Screening and Care Team.

The position supports strategy development and maintains oversight of tactical implementation of communications and marketing activities. Primary focus will be on content development and dissemination, and management of communication channels, including collateral material, email/newsletters, social media platforms, and website, with the goal of advancing the brand, mission, programs, events, and achievements of the organization to targeted constituencies.

The Marketing Manager will act as a department liaison, working closely with GO2 Foundation program areas to understand the activities and stories that can be shared with the broader community, and then reporting back to the larger Communications & Marketing Team to determine work channels and discuss new ideas and recommendations for content and dissemination.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Strategic and tactical development and execution.
- Serve as primary liaison among GO2 program teams.
- Support the Communications Team with graphic design and printing needs; work with design and print vendors.
- Conduct research on purchase of lists and ad placements.
- Develop, design and execute e-newsletters and other literature content.
- Create social media content and oversee related program activities on multiple social media channels.
Assist in monitoring, designing, and managing website pages and updates; work with IT vendors.
Contribute to creating, editing, and proofreading content of press releases, brochures, blogs, media lists, flyers and more, collaborating with other GO2 teams.

QUALIFICATIONS:

- Development and fundraising experience is preferable (but not required).
- Exceptional written communications, proofreading and editing skills. Ability to adjust writing and communication style, language and content for a wide variety of audiences.
- Well-versed in current communication and marketing trends and knowledge of new strategies.
- Experience with media and internet social networks, especially Facebook, Twitter, YouTube, LinkedIn, Instagram, etc.
- Background working with WordPress or similar website platforms is preferred.
- Ability to respond quickly and professionally to meet deadlines and achieve results in an ever-changing environment. Independent self-starter who works well with a dynamic team and staff.
- Ability to work within a larger team and communicate effectively with diverse groups and individuals.
- Strong organizational skills, with the ability to manage and prioritize multiple tasks.

EDUCATION / EXPERIENCE

Bachelor’s degree with 4-6 years of experience in marketing and/or communications, preferably in a nonprofit environment.

WORK ENVIRONMENT / PHYSICAL REQUIREMENTS

This job will be performed in an office environment, primarily sitting at a desk and using a computer and phone. In order to perform the essential functions of the job, the employee must be able to walk, bend, occasionally lift or move up to 25 pounds, operate a computer and other office equipment. The noise level in the work environment is usually low to moderate. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Occasional travel will be required.

EEO STATEMENT

GO2 Foundation for Lung Cancer provides equal employment opportunities 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 or local laws.