

Job Title: Marketing & Events Manager

Status: Full-Time/Exempt

Reports to: Director, Development & Marketing

Hours: 40 Hours Per Week

Organization Information

At Cancer Support Community we provide emotional and social support, education, and resources to people impacted by cancer (including patients, survivors, family members, caregivers, and friends) to help them manage their cancer journey and achieve better health outcomes and improved quality of life. We offer more than 70 monthly evidence-based programs, all at **no cost**. Our mission is to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community. More information about our programs and services can be found at www.cancersupportohio.org.

Job Location and Hours

This position will be located at 1200 Old Henderson Road, Columbus, OH 43220. Our normal work hours are 8:30 am to 5:30 pm, Monday through Friday. The majority of work in this position is done in the office; some remote work can be arranged. All current staff members have been fully vaccinated against COVID-19.

Job Summary

The Marketing & Events Manager is responsible for assisting in creating and implementing marketing plans and programs to drive the growth of Cancer Support Community Central Ohio and for coordinating major fundraising events to assure they are successful and achieve financial goals. The Manager works closely with the Director, Development & Marketing, and other staff to provide marketing services to Program staff. Occasional administrative duties include assisting visitors and answering phones.

Duties and Responsibilities

Marketing

- Assist the Director in creating and implementing marketing plans to achieve strategic goals of the organization to raise visibility, increase the number of participants, and generate funding.
- Create marketing and promotional materials, such as brochures, flyers, digital and print ads, posters, and other printed and electronic materials as needed to support the Program Department, special campaigns, and events.

Digital Media and Website

- Assist the Director with creating and implementing a digital strategy to raise awareness and drive program participation and donations.
- Assist the Director and outside consultant in upgrading the organization's website design and functionality to improve user experience; make regular updates to the website using HubSpot.
- Manage social media platforms (Facebook, Instagram, LinkedIn, Twitter); create and deploy posts according to schedule to accomplish goals.
- Design, write and deploy regular email communications to generate awareness, event support, and program involvement.
- Provide monthly updates of website activity by reviewing Google Analytics and HubSpot dashboards.

Special Events

- Actively plan and execute fundraising events, including Night of Chocolate, Charity Golf Classic, and other special events and programs, working closely with the Director.
- Create sponsorship materials, update websites with details of each event; contact prospects and prior year sponsors to generate support.
- Coordinate volunteers for each event, including recruiting, training, and communicating regularly.
- Manage all event logistics.
- Coordinate silent auctions for each event and provide oversight to the silent auction committee.
- Coordinate communications with chocolatiers for Night of Chocolate, recruit new participants, finalize all details.
- Manage event database to assure accurate records of supporters and attendees are maintained.

Public Relations

- Assist the Director in writing and pitching press releases to raise awareness of Cancer Support Community, including appointment of new board members, special events, program milestones and accomplishments, as appropriate.
- Assure that events are listed in community calendars, including fundraising events, support groups, and other special events.

Minimum Requirements:

- One year of experience in marketing, digital marketing, and managing social media required; familiarity with Google Analytics preferred.
- One year of experience in managing fundraising events required.
- Excellent written and verbal communication skills required.
- Strong project, time management, and analytical skills required.
- Creative design skills required.
- Bachelor's degree in Marketing, Communications, Public Relations, or related field preferred.
- Must have a desire to work in a fast paced, deadline-driven environment with multiple priorities and project deadlines requiring attention to detail.
- Must be highly self-motivated and professional, and accustomed to working within budget requirements.
- Must be skilled in Microsoft Office Suite, specifically in Publisher, Word, PowerPoint and Excel; previous experience using HubSpot preferred.