

BREAST CANCER COALITION OF ROCHESTER
Job Description

****REQUIRED****

Application Checklist:

- Letter of Interest**
- Resume/CV**

JOB TITLE: Marketing & Outreach Director

REPORTS TO: Executive Director

CONSULTS WITH: Communications Director, Director of Operations, Staff, Volunteers

SUPERVISES: Volunteers and Interns

GENERAL SCOPE: The Marketing & Outreach Director is responsible for promoting the Coalition utilizing a variety of strategies that will ensure those diagnosed with breast and/or gynecologic cancer can find us when they need us, and that we remain visible and relevant to friends, family members, donors, and other supporters.

The Marketing & Outreach Director will serve as liaison for the Breast Cancer Coalition in all aspects of community engagement throughout our region. Through marketing and community engagement, the Coalition seeks to establish meaningful partnerships with the media, medical community, faith community, educational institutions, legislative and appointed officials, the business and nonprofit sectors, community-based organizations (CBOs), volunteers, and others to promote the work of the Coalition. Outreach initiatives include, but are not limited to, health fairs, festivals, third party fundraisers, public speaking, and representing the organization at select public and private events.

REQUIREMENTS:

- BA/BS degree and 5 years of experience in marketing/ communications
- Must have and maintain a clean driving record, valid driver's license, proof of insurance, and reliable transportation.
- Exceptional organization skills, communication (both oral and written) skills, computer skills, and time management skills are required.
- Background in a health-related field and/or experience with breast or gynecologic cancer is strongly desired

ESSENTIAL FUNCTIONS:

General

- Develop and execute an integrated strategic marketing/public relations plan by advancing the Coalition identity, increasing awareness of programs and priorities, and increasing visibility across Central and Western New York.
- In coordination with our Communications Director, assist in the development, distribution, and maintenance of all print and electronic material including but not limited to social media, newsletters, brochures, special event programs, and website content.

BREAST CANCER COALITION OF ROCHESTER

Job Description

- Work collaboratively with our Communications Director in the management of an integrated social media and digital marketing strategy to help support and expand our mission.
- Expand and build media relationships, increasing media exposure.
- Market and promote programs and services through all available means and within budgeted allocations
- Identify unique and cost-effective ways to communicate with target audiences through multiple platforms
- Implement and maintain weekly, monthly, annual calendar of visits to diagnostic, surgical, medical and radiation oncology settings ensuring Coalition materials, supplies, newsletters are up-to-date and plentiful throughout region
- Maintain database of primary contacts at a variety of settings
- Maintain relationship with physicians, health professionals, key staff members for collaborations and relationship building at a variety of community settings (faith-based, medical, educational, etc.)
- Provide literature and information regarding breast and gynecologic cancer programs and services to specific, targeted sites
- Serve as liaison to third party events, representing the Coalition where requested/appropriate

Volunteers

- Promote volunteering (internally and externally) through recruitment strategies and campaigns using e-mail, social media postings, and newsletter
- Update volunteer job descriptions for outreach events/opportunities where needed
- Ensure there is appropriate support and training for outreach volunteers
- Celebrate volunteers by nominating them to be featured in our newsletter, assisting with the planning of the Annual Volunteer Celebration, and reporting volunteers who go above and beyond to other staff and community-at-large
- Apprise volunteers and potential volunteers of upcoming opportunities through face-to-face, telephone, and email contact
- Evaluate the experience of volunteers following major events

Communications

- Coordinate distribution of newsletter, event brochures, posters, invitations, flyers, website updates and mailings in a coordinated, timely manner
- Ensure collaborating agencies/medical offices are stocked with appropriate communications materials
- Submit monthly activity report, including calendar of health fairs/festivals/community fundraisers to Executive Director
- Contribute Marketing & Outreach Director column to quarterly newsletter "Voices of the Ribbon" four times each year
- Assist in the development of the quarterly annual fund campaign mailings
- Analyze and interpret data on community events and fundraisers to determine future strategies
- Participate in Stewardship Committee meetings/strategies

Special Events

BREAST CANCER COALITION OF ROCHESTER

Job Description

- Promote special events, including: Advanced Breast Cancer Seminar; Annual Gynecologic Cancer Seminar; Terri Schmitt Legislative Reception; Volunteer Celebration; Holiday Open House; Annual Advisory Council Meeting; and Major fundraisers
- Attend select fundraising and special events planning meetings to become familiar with volunteers, key leadership, and to assist when needed
- Attend Breast Cancer Coalition three major fundraising events

Community Events & Third-Party Fundraisers

- Serve as the Coalition liaison for third-party (community-led) fundraisers
- Provide information to those seeking information about holding an independent fundraiser on behalf of the Coalition and meet with groups/representatives, if necessary
- Attend third-party events as representative of the Coalition, speaking on our behalf or appointing volunteers where appropriate
- Ensure obligations to organizers are met in timely manner
- Provide follow-up brief, including information and photos of events, to Communications staff for newsletter and/or social media; and to local media
- Work closely with Director of Operations to ensure scheduling, fee payment/collection, record-keeping, gift acknowledgement and information for newsletter are done in timely and accurate manner
- Ensure third-party donor/funder database records are accurate and up to date, including giving history and action items

Other

- Provide information folders and adequate number of donation envelopes in person to all Funeral Homes on a regular basis
- Remain knowledgeable and compliant with our COVID-19 policies and procedures

EXPERIENCE:

- 5 years of experience in marketing, project management, promotion
- Proven ability to juggle competing timelines and deadlines, guide volunteers and staff, while maintaining good humor and positive attitude
- Excellent verbal and written communication skills
- Flexibility and attentiveness to detail
- Excellent oral and written communication skills
- Dedicated team player with demonstrated ability to work independently, provide direction to projects, and handle stress
- Verified ability to motivate staff and leadership volunteers to reach advancement goals
- Demonstrated time management and organizational skills
- Knowledge and experience managing virtual platforms (e.g., Zoom, Doximity, YouTube)
- Knowledge of Microsoft Office Suite
- Competency in managing database systems

BREAST CANCER COALITION OF ROCHESTER

Job Description

- Experience in health-related field a plus
- Personal experience with breast or gynecologic cancer a plus

PHYSICAL AND MENTAL DEMANDS

- Requires judgment, integrity and tact
- Must demonstrate initiative and excellent interpersonal skills
- Must be flexible and well-organized, a creative problem solver, and politically savvy
- Must be able to oversee and coordinate several projects simultaneously and meet numerous deadlines
- Must have ability to work independently and maintain professional work style
- Must be able to endure long periods of sitting, using a phone and computer
- Must be able to lift, carry, push or pull 25+ pounds
- Will be exposed to heat and/or cold during outdoor special events
- The Breast Cancer Coalition is a scent-free environment

OTHER

- Periodic evenings and occasional weekend work required
- Forty hours/week
- Salary \$48,000 - \$54,000 based on experience and qualifications
- Benefits include 70% healthcare
- Vacation (20) and Medical (7)
- 403B (similar to 401K) optional