



The mission of The Pablove Foundation is to **improve** the lives of children living with cancer through the arts and **invest** in underfunded, cutting-edge pediatric cancer research. We're revolutionizing the way people view kids living with cancer by addressing the needs of the community through art and science. Kids living with cancer are special - they live amazing lives full of inspiration, hope, love and laughter. We are honored to serve them and their families while engaging our supporters by telling their stories.

Pablove HQ is located in a charming, historic 1920's Spanish revival building in the heart of Hollywood. Our space is home to a team of dedicated, creative professionals who are working to change the world.

We are looking for a **Marketing + Communications Manager** to join our hard working, mission-driven team in our **Marketing Department**. Pablove's crew, culture, and environment are the heartbeat of our organization. Our staff is committed to quality, love-filled programming. The Marketing Team is directed by Pablove's strategic plan, culture of philanthropy, and vision: helping kids with cancer live – a love-filled life today, and a cancer-free life tomorrow.

We are looking for someone who is detail-oriented, understands the non-profit culture and has a huge appetite for marketing/branding. This position will manage workflow, increase communication effectiveness, and provide innovative marketing and communications ideas - all in service to Pablove's growth.

#### **RESPONSIBILITIES:**

Reporting to the Director of Development + Communications the Marketing + Communications Manager will have the following responsibilities, including but not limited to:

- Have a deep understanding of Pablove's visual brand and voice
- Keep Pablove's marketing and communications initiatives strategic, on time, on budget and on brand.
- Collaborate closely with Pablove's graphic designer to execute campaigns and develop collateral

- Work with leadership and other departments to develop cause-driven marketing and communications initiatives and collateral.
- Lead project management by facilitating marketing initiatives between various departments and owning production from start to finish on timelines.
- Increase email and direct marketing effectiveness through development of narratives and layouts, optimizing constituent lists and measuring click-to-open rates.
- Manage a variety of brand assets and materials, updating as necessary based on latest trends and effectiveness
- Monitor brand compliance across community and marketing partnerships.
- Provide new ideas and strategies to leverage Pablove's impact via storytelling across online + print channels.
- In alignment with our long-term strategic initiative, raise brand awareness for The Pablove Foundation on a national level.
- Identify and engage media and corporate partners to support community engagement and strategic initiatives.

**POSITION REQUIREMENTS:**

- Bachelor's Degree, minimum 2-3 years non-profit industry experience
- Work experience in marketing, graphic design/branding and/or fundraising/development, with a career-focus on marketing and fundraising/donor relations
- Incredibly organized, detail oriented, ambitious, and creative
- Strong project management and follow-up skills
- Strong communication skills, both verbal and written
- Deep understanding of all online marketing channels and tools including Microsoft Office/Google Suites. Experience with Adobe Creative Suite a plus.
- Proficient in Mailchimp (or similar) email marketing platform. Demonstrated expertise in managing email-marketing campaigns for a past employer with attention to list targeting/segmentation, results-driven messaging and campaign analysis/reporting
- Ability to work efficiently as part of a team and embody Pablove's culture of philanthropy and core values
- Able to work independently but within strategic framework
- Willing to learn and ask questions
- Passion and belief in the mission of The Pablove Foundation

### **The Pablove Foundation Values**

We approach our work with **love**, warmth and connection.

We set an ambitious path of transformational **growth** for our community and ourselves.

To become more effective, we pursue **knowledge** – as we get smarter, we get stronger.

**Art, creativity, and aesthetics** guides our outlook and attitudes toward life.

We have a relentless focus on **quality** by being inspired and extraordinary.

**Diversity and inclusion** guide our decision making.

We take a **fun** approach to our serious work.

### **HOW TO APPLY**

To apply, please submit a resume, cover letter, and salary requirements to [jobs@pablove.org](mailto:jobs@pablove.org). The **Marketing + Communications Manager** is an exempt position.

The Pablove Foundation is an Equal Opportunity Employer. We provide an excellent package of health, vision, and dental, 403(b) retirement plan, medical flexible spending account, unlimited vacation policy (just get your work done!), paid holidays, and killer summer bbq's. All employees at The Pablove Foundation undertake other duties as needed and all positions require some flexible work hours, including evenings and weekends.