

Hope Cancer Resources

Marketing and Communications Administrator – Full-time, Exempt

HopeCancerResources.org

The mission of Hope Cancer Resources is to provide compassionate, professional cancer support and education in the Northwest Arkansas region today and tomorrow.

The purpose of the Marketing & Communications Administrator is to create and implement marketing, public relations, and advertising to increase awareness of the programs and services of Hope Cancer Resources in our Northwest Arkansas service area. Communication will be led by our mission to provide compassionate, professional cancer support and education in the Northwest Arkansas region today and tomorrow.

The Marketing & Communications Administrator will assist the development team in reaching the fundraising goals of Hope Cancer Resources connecting donors to our mission. The Development Coordinator must be willing to help with other duties as necessary or assigned by the Vice President of Development to increase the philanthropy for Hope Cancer Resources.

ESSENTIAL FUNCTIONS OF THE JOB:

- Protect our brand identity for Hope Cancer Resources and the Hope Cancer Resources Foundation. Assure consistency throughout all internal and external communications which includes our printed materials, promotional items, and all media channels.
- Create a marketing plan to educate our region on the programs and services provided by Hope Cancer Resources utilizing print media and social media.
- Develop, maintain, and enhance website content for patients and caregivers seeking information about support services, for community leaders and educators seeking prevention education, and for existing and potential donors.
- Create video testimonials of patients, caregivers, and board members to share the impact of Hope Cancer Resources.
- Create a quarterly e-newsletter. Determine appropriate content for each issue and coordinate with appropriate departments for content.
- Design and implement marketing opportunities for physicians and clinics who diagnose and treat cancer patients.
- Develop earned media opportunities for Hope Cancer Resources related to our programs, new personnel, special achievements and awards, special recognition of our staff, board members, volunteers, and cancer awareness months.
- Issue press releases as needed for our support groups, cancer prevention education, screening opportunities, and special events.
- Be involved in our local Chambers and other professional groups.
- Support Hope Cancer Resources events and perform other duties as assigned by the Vice President of Development.

EDUCATION & EXPERIENCE:

- BS/BA in Marketing, Graphic Design, and Journalism or work experience equivalent required. Previous advertising and public relations agency background experience is a plus.

- Must have proven project management skills and organizational skills.
- Demonstrate success in sound marketing, advertising, public relations, and creative problem-solving.
- Strong strategic planning and superior communication skills. Proofreading and editing skills are a must.
- Knowledge of non-profit organizations, professional fundraising, healthcare philanthropy, and development is a plus.
- Tremendous initiative and the ability to work effectively with a high degree of autonomy or as part of a team.
- An entrepreneurial spirit and interest in growing the overall organization.
- Must possess a strong work ethic, integrity, and professionalism.
- Proven success in creating and building relationships with the media.

As part of the development team, everyone is responsible for meeting annual campaign and department goals. This position has access to confidential information which must be treated appropriately. The physical demands of this position include sitting, frequent computer and telephone use, and lifting. The position also requires the ability to work long hours and weekends as needed for special events and campaigns.

Compensation:

Salary Range: \$41,300-61,900

Hope Cancer Resources offers all of our services at no cost to cancer patients who live in, or are treated in, Northwest Arkansas (Benton, Carroll, Madison, and Washington counties.) We do not discriminate based on cancer diagnosis, race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or socioeconomic status. Additionally, Hope Cancer Resources is an equal opportunity employer. We are committed to providing an inclusive and welcoming environment for all patients, staff, and volunteers.

Contact:

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