

Marketing & Communications Specialist

About

The Gathering Place is a cancer support center that offers free programs, services, and a caring community for those touched by cancer. We have two locations – one on the eastside in Beachwood and one on the west side in Westlake.

Opportunity

We are seeking a creative, organized, and mission-driven Marketing + Communications Specialist to help amplify our story and expand our reach in Northeast Ohio. The Marketing + Communications Specialist will report to the CEO and is responsible for leading and executing marketing and communications efforts for the organization across marketing channels and target audience segments, including the website.

This new, full-time role is ideal for a detail-oriented, self-starter with 3-5 years of relevant experience who thrives in a collaborative, purpose-driven environment. This individual will work closely with our team to plan marketing and communications efforts. Healthcare and non-profit experience are a plus.

Individual performance metrics include an increase in the number of referrals from healthcare professionals, internal client satisfaction, and an increase in number of participants in programs, classes, and services.

Primary responsibilities:

- Facilitate the development of an annual marketing plan and calendar. Ensure the calendar is updated quarterly. This should encompass all marketing channels and media, including social media, print, and collateral materials.
- Create timetables for the development of marketing materials and follow up with the appropriate parties during the process to ensure deadlines are met.
- Brainstorm with team members to create refreshed marketing materials that generate interest in The Gathering Place, participation in in-person or online programs and services, and donor activities.
- Collect, report, and analyze marketing metrics and refine plans accordingly.
- Oversee the management of the Brand's assets and inventory maintenance.
- Act as a liaison between the CEO and other supporting contractors, including graphic designers, Digital and media contractors.

Qualifications

- Three to five years of experience in marketing and communications, including social media.
- Highly organized, experience managing multiple projects simultaneously including a marketing and social media calendar, that are delivered on time, on budget, and effectively meet the project goals. Experience using Creative Strategy Briefs is a plus.

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- Outstanding written, verbal, and interpersonal communication skills combined with the ability to understand various target audiences and mediums with which to deliver the communications
- Analytical skills with experience measuring on and offline advertising and marketing activities.
- Intermediate to advanced computer skills, including proficiency with Constant Contact, Canva, Adobe, Google Analytics, Microsoft Suite, and ChatGPT.
- Demonstrated success at handling multiple tasks, prioritizing workload, meeting deadlines and budget.
- Self-starter with the ability to be a team player and a “get it done” mentality.
- Experience working for a healthcare or non-profit organization is a plus.
- Passion for those touched by cancer and healthcare professionals.

Qualified and interested? Please send your resume and two or three paragraphs explaining why you belong on our team to hanna@touchedbycancer.org. Due to the tremendous interest, we’ve experienced from past job applicants, we’d appreciate receiving an email rather than a call. Thank you.