

Marketing & Communications Specialist

About

The Gathering Place is a cancer support center that offers free programs, services, and a caring community for those impacted by cancer. We serve adults, children, teens, young adults, and families by providing individual support, group connections, health and wellness classes, and resources for the whole family. We have two offices – one in Beachwood and one 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. This position will support the development and execution of the annual marketing plan and maintain an integrated marketing calendar. In addition, this role is responsible for creating informational materials and collateral, creating compelling content across web, email, social media, and print, managing campaigns for the organization and analyzing performance to optimize impact.

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

Primary responsibilities:

- Facilitate the development of an annual marketing plan and calendar, and ensure it remains updated. This should encompass all marketing channels and media, including social media, print, the website, and collateral materials.
- Work with members of the marketing team to create collateral and other creative needed for projects, including but not limited to: creating and designing flyers and social media posts, posting to social media, creating newsletters for internal and external audiences, and creating various other collateral as needed.
- Oversee TGP social media, including: creating and implementing a consistent posting schedule and campaigns for Instagram, Facebook and LinkedIn, creating the images, creative, and copy for posts, tracking the reach and engagement, and managing paid and boosted posts and ads.
- Collaborate with the marketing team to ensure the website remains up-to-date.
- 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 increased participation in in-person or online programs/services, and awareness and interest in The Gathering Place across participants, donors, healthcare professionals, and the community.
- Collect, report, and analyze marketing metrics and refine plans accordingly.
- Manage and organize TGP's digital library of participant/staff/volunteer/board/donor photos, quotes, interviews, and stories.

- Coordinate with the Development department to support the planning and implementation of development campaigns and create necessary collateral.
- Ensure all materials align with brand guidelines and follow the voice of the organization.
- Capture photos and videos at events, programs, and warehouse sales as needed.
- Assist with various marketing or other tasks as needed.

Qualifications

- Minimum five years of experience in marketing and communications.
- Bachelor's degree in marketing, communications, or related field, or equivalent professional experience.
- Experience managing social media channels, including posting, monitoring paid/boosted posts/ads, and tracking analytics.
- Highly organized, experience managing multiple projects simultaneously that are delivered on time, on budget, and effectively meet the project goals.
- Previous experience interviewing and developing engaging content for a variety of platforms is preferred.
- Outstanding written, verbal, and interpersonal communication skills.
- Ability to understand various target audiences and the best fit outlets for communicating with them.
- Ability to analyze the performance of on and offline advertising and marketing initiatives, and generate reports.
- Experience with website maintenance and design.
- Intermediate to advanced computer skills, including proficiency with Constant Contact, Canva, Adobe, Google Analytics, and Microsoft Suite.
- Capable of working individually and as a team. Have an adaptable approach to a growing and changing environment.
- Experience working for a healthcare or non-profit organization is a plus.
- Passion for advancing the mission of The Gathering Place.

Qualified and interested? Please send your cover letter and resume to hanna@touchedbycancer.org.