



Title: Marketing Coordinator

Reports To: Nebraska Cancer Coalition (NC2) Executive Director

Position: NC2 is a growing non-profit. The marketing coordinator is a self-starting and energetic team player, responsible for administering the organization's marketing, by maintaining and enhancing relationships with members/partners, media, and funders to ensure maximum utilization of NC2 events, public information and programs. Maintains and updates websites, social media and traditional media. Delivers logistics in the planning, preparation and promotion of marketing for organizational needs. Responsible for tracking and analyzing data analytics. Assists with fundraising and media relationships and is an ambassador in the community, building relationships to further the NC2 mission.

Primary Responsibilities:

1. Create and Administer Content:

- Coordinate marketing activity for the organization, including social media, website changes/updates, and database work including analytics.
- Assist with organizational events including but not limited health fairs and other community events to best serve members/communities and assist NC2 in further expanding its reach.
- Assist executive director with implementation of annual marketing and fundraising plan, including identifying opportunities and key media relationships for earned media.
- Manage marketing documentation, including tracking data in appropriate database(s), follow-up evaluations and reports for funders, and other documentation as needed.
- Create new and unique strategies to market NC2, including creating content for website updates, e-blasts as appropriate, social media posts, press releases, monthly e-newsletters, blog posts, and identifying key medical/community members for media in consultation with program director.
- Assist with outreach by providing resources as requested from members and community partners.
- Develop and place paid advertising, as necessary to attain organizational goals.
- Assist with the design and development of marketing, programming and fundraising materials.
- Provide feedback on marketing and suggest improvements as needed.

2. Develop and Manage Relationships:

- Develop and maintain positive relationships with NC2 partners.
- Develop and maintain positive relationships with potential partners for organizational participants including but not limited to members of the media, volunteers, medical

professionals, oncology physicians, oncology clinics, nonprofits, government agencies and more.

- Serve as NC2 point of contact for members in relation to marketing and events as designated.
- Serve as a liaison to community partners on behalf of NC2 community events and more.

Knowledge and Skill Requirements:

1. Proven Marketing Coordination Skills: Has shown the ability to be part of an effective team. Has experience and has worked with professionals successfully. Ability to work independently, meet deadlines and manage multiple project and priorities simultaneously.
2. Relationship Builder: Skilled at establishing and cultivating strong relationships with peers, across different levels of the organization and externally with community.
3. Professional Demeanor: Takes initiative and actively seeks to maintain consistency in marketing. Ability to manage multiple tasks is critical.
4. Communicator: Skilled in creating powerful, compelling written and oral materials. Experience and credibility when presenting materials to external audiences.
5. Detail Oriented: Is fastidious in attention to details and takes pride in accuracy of data analytics and organizational information and brand. Strong, demonstrated written communication skills.
6. Collaborator: Effective at working with others to reach common goals and objectives.
7. Technology Skills: Experience in leading, and managing websites, social media and data analytics. Proficient with web, digital and publishing and social media platforms.

Experience:

1. Track record in marketing preferably for non-profit organizations, but not required.
2. Prior experience as marketing coordinator of a non-profit organization strongly preferred.
3. Demonstrated track record of successfully pitching and obtaining earned media coverage.
4. Minimum of 2-3 years experience, ideally in a non-profit setting. For-profit backgrounds will also be considered.
5. Knowledge of Wild Apricot, Survey Monkey, Zoom, Microsoft Office Suite, and Google Products.
6. Associate degree required; Bachelor's preferred.

Travel: Moderate. Valid Driver's Licenses is required.

Disclaimer

The above outline of responsibilities is intended to describe the general nature and level of work being performed by the marketing coordinator. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of the marketing coordinator. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

How to Apply: Email resume and cover letter to executivedirector@necancer.org