



Position: Marketing / Communications Specialist

Status: Full Time

Organization Overview

Friends of Kids with Cancer is a local non-profit organization devoted to enriching the daily lives of children undergoing treatment for, and survivors of, cancer and blood-related diseases. "Friends" is celebrating 29 years of providing kids with cancer and their families Educational, Emotional, and Recreational support needed as a result of chemotherapy, illness and isolation.

Position Overview

The Communications Specialist should bring knowledgeable publicity strategies to this position utilizing both traditional, and social media marketing approach to achieve the best possible results to publicize the mission of Friends of Kids with Cancer. On a regular basis, this person needs to multi-task while completing projects and meeting regular deadlines. This position will not only serve as the individual managing creative communications, but also as the person responsible for working with our internal team, business and media partners, and direct donors to execute outreach and further awareness of Friends of Kids with Cancer. The Communications Specialist reports to our Program Director to fulfill daily operations of the organization. This individual must have a desire to operate within the non-profit environment and share in our mission of "Helping Kids with Cancer... be Kids".

Responsibilities

- Coordinate all external communications in support of the Friends of Kids with Cancer mission.
- Work closely with our marketing partners to develop a marketing and media strategy
- Execute marketing and communication initiatives for advancing Friends of Kid's outreach
- Produce and distribute press releases as needed and in conjunction with the marketing outreach plan
- Manage the organization's Publicity Calendar
- Coordinate content and images for the Friends of Kids newsletter, website, social media and marketing collateral
- Co-Chair the publicity committee consisting of local business partners and board members
- Create all publications including but not limited to magazine ads, videos, flyers, annual report
- Work closely with all fundraising event committees to provide assistance with marketing materials
- Create monthly e-mail blasts and frequent social media posts
- Support and monitor the Young Friends Board Communications Committee

Qualifications

- High proficiency with Microsoft Office tools, InDesign and Adobe Creative Suite
- Strong verbal and written communication skills
- Highly organized, detail oriented, and multi-taking abilities a must, along with strong time management skills
- Effective interpersonal skills
- Team player who enjoys working in a small mission-driven environment

Required Experience

- Bachelor's degree in Marketing, PR or Communications
- Equivalent experience will be considered
- Database software and website content experience preferred

Application Process

Qualified candidates should email **cover letter, resume salary expectation and 2 design samples** to:

Brandy Bimslager, Executive Director
brandy@friendsofkids.com

Deadline: June 30,2021

Helping kids with cancer...be kids!