



Marketing & Outreach Manager

MyLifeLine.org is a Denver based non-profit organization providing social and emotional support services to families affected by cancer through a web-based communication platform. Our technology empowers cancer patients with personalized, private websites to easily connect with friends and family. Our mission is to reduce the stress and anxiety of cancer patients so they can focus on healing.

Reporting to the Senior Director, Marketing & Corporate Development, the Marketing & Outreach Manager is responsible for assisting with the execution of overall marketing, community outreach, development and fundraising efforts for the organization.

Job Responsibilities:

Marketing & Communications:

- Responsible for aiding in the implementation of comprehensive marketing, communications, community outreach and public relations campaigns and programs that will enhance the awareness and promote the growth of MyLifeLine Cancer Foundation locally and nationally.
- Develops and oversees the organization's email marketing and outreach efforts
- Oversee organization's social media accounts and campaigns (e.g. Facebook, Twitter, Instagram, Pinterest, Blog, etc.)
- Create, design and produce organization's marketing materials including newsletters (on-line & print), the annual report, web-site content, one-pagers, event materials, brochures and other projects

Development & Fundraising:

- Management of organization's fundraising events including *Jockeys, Juleps and Jazz Derby* event and *Swing at Cancer Classic* golf tournament
- Manage donor database and donor recognition efforts
- Manage organization's external fundraising profiles, including Colorado Gives Day, Guidestar and GreatNonprofits
- Aid in the planning and implementation of annual fundraising appeals with the Director of Development

Outreach & Business Development:

- Work directly with CEO on partnership outreach to hospitals, healthcare systems and cancer centers
- Build, grow and manage relationships with cancer centers nationally to increase brand awareness and user base



Desired Qualifications

Education/Experience:

- Bachelor's Degree in Marketing, Public Relations, Communications or Business Administration
- Minimum of 2 years experience in marketing, event management or fundraising
- Demonstrated experience and leadership in managing a comprehensive strategic communications, media relations and marketing program to advance an organization's mission and goals
- Successful writing and editing experience with a variety of print and online communications media
- Experience with developing, implementing, measuring and monitoring the success of social media campaigns
- Experience in nonprofit communications and fundraising a plus
- Experience working in the health care or oncology field a plus

Skills:

- Excellent written, verbal, and communications skills as well as interpersonal skills.
- Graphic design and event management skills required
- Must possess the ability to interact with community leaders, media contacts, and interface with the Board of Directors
- This position requires an energetic, flexible, collaborative team player who can positively and productively impact both strategic and tactical initiatives
- Requires an individual who is a self-starter and has the ability to work independently.
- Strong organizational skills and discipline to meet deadlines

Please email your cover letter, resume, and two graphic design examples to resume@mylifeline.org .