**JOB TITLE:** Marketing Coordinator

**REPORTS TO:**  Senior Manager, Marketing and Creative Services

**SUPERVISORY RESPONSIBILITIES**: None

**CLASSIFICATION**: Non-Exempt

**SUMMARY:**

The Marketing Coordinator manages digital outreach to key constituents of Lung Cancer Alliance (LCA), including individuals at risk, patients and survivors, caregivers and families and the healthcare professionals touched by lung cancer. External messaging highlights LCA services related to screening awareness, patient support and treatment guidance, research advances and medical outreach.

The Marketing Coordinator supports the tactical implementation, communications and marketing activities of Lung Cancer Alliance. Primary focus will be on tactical execution and management of Lung Cancer Alliance’s (LCA) digital marketing channels. These channels include all social media platforms, website, blog and email communication, with the goal of advancing the brand, mission, programs, events, donation calls to action and achievements of the organization to targeted constituencies.

Additionally, the Marketing Coordinator supports the Communications and Marketing Department with a variety of ongoing tasks including, content creation, data collection and management, media monitoring, graphic design assistance, etc.

This individual will work closely with the Sr. Manager, Marketing and Creative Services and other members of the communications team to achieve brand consistency and awareness for both internal and external stakeholders through new and existing initiatives.

**RESPONSIBILITIES:**

1. Social Media
   1. Content creation, execution and management of the following social media channels under LCA’s name:
      1. Facebook
      2. Twitter
      3. Instagram
      4. YouTube
      5. LinkedIn
      6. Flickr
   2. Monitor and engage with the social media community, providing rapid response to inquiries and comments
   3. Utilize analytics platforms (including Google Analytics, Rival IQ, etc.) to track and monitor discussions regarding LCA or lung cancer mentions and topics
   4. Identify trends in mobile, digital marketing and social networking arena
2. Website
   1. Assist in monitoring and managing website pages, updating when necessary and tracking for needed updates
   2. Update content on existing webpages; update homepage with news in real-time
   3. Communicate and assist in management of IT vendors
3. Email
   1. Support development, design and execution of weekly and monthly e-newsletter
   2. Represent department approach by assisting individual program managers with responsibilities related to content development, strategy and execution to targeted audiences.
   3. Track and monitor open-rate, CTR, reach and donations
4. Blog
   1. Support with content creation, outreach to guest bloggers, development and execution of weekly blog
5. Graphic Design
   1. Support the communications team with design needs, including sizing of images for website and social media, photo selection for design materials, email design elements, logo placement, event materials, etc.
6. Assist with creating, editing and proofreading new content including, but not limited to press releases, brochures, website pages, social channels, blogs, media lists and flyers.
7. General departmental support such as researching list and ad placement buys, conducting background research for PR initiatives and contributing to departmental conversations on strategy and tactics development.

**QUALIFICATIONS:**

1. Bachelor’s degree with 1-3 years of experience in marketing and/or communications.
2. Exceptional written communications and editing skills. Ability to adjust writing and communication efforts based on a wide variety of audiences.
3. Well-versed in current communication trends and knowledge of new strategies.
4. Experience with media and internet social networks, especially Facebook, Twitter, YouTube, LinkedIn, Instagram, etc.
5. Ability to respond quickly and professionally to meet deadlines and achieve results in an ever-changing environment. Independent, self-starter who works well with a dynamic team and staff.
6. Ability to work with and communicate effectively with diverse groups and individuals.
7. Strong organizational skills, with the ability to manage multiple tasks.
8. Working knowledge of Adobe Suites software, specifically InDesign, Photoshop and Illustrator (not required, but preferred).
9. Working knowledge of HTML/CSS.
10. Commitment to LCA’s mission and vision.

**SALARY & COMPENSATION:**

Salary commensurate with experience.

* Medical, dental and vision benefits, life insurance, long and short term disability.
* Excellent leave policy.
* 403 (b) retirement plan available.
* Lung Cancer Alliance is an equal opportunity employer.

Please send resume and cover letter to Lung Cancer Alliance through email, [jobs@lungcanceralliance.org](mailto:jobs@lungcanceralliance.org).

*Lung Cancer Alliance is a leading national non-profit organization dedicated solely to patient support and advocacy for people living with or at risk for lung cancer. Our mission is to save lives and advance research by empowering people impacted by lung cancer.*

For more information, please visit: [www.lungcanceralliance.org](http://www.lungcanceralliance.org).