



Empower Everyone. Ignore No One.

## Strategic Marketing Manager

GO2 is seeking a Strategic Marketing Manager (SMM) for its internal marketing team that supports and promotes the organization's important work as we confront lung cancer.

If you have a passion for developing and managing effective marketing plans in a fast-paced environment with a fun team, you are solution-oriented and can appreciate the importance of even the smallest detail, then keep reading.

This position may be fully remote.

### **TO APPLY:**

Use this URL to apply through Indeed's website:

[https://www.indeed.com/viewjob?t=strategic+marketing+manager&jk=46066d3732a8fb70&\\_ga=2.203381656.845426257.1658342330-314561606.1647617773&\\_gac=1.245564720.1658426170.EAlalQobChMI97zV88aK-QIVvBXUAR3K3QFiEAAYASAAEgLCOPD\\_BwE](https://www.indeed.com/viewjob?t=strategic+marketing+manager&jk=46066d3732a8fb70&_ga=2.203381656.845426257.1658342330-314561606.1647617773&_gac=1.245564720.1658426170.EAlalQobChMI97zV88aK-QIVvBXUAR3K3QFiEAAYASAAEgLCOPD_BwE)

**\*\*\*Please include a COVER LETTER WITH SALARY REQUIREMENTS, along with your resume. \*\*\***

## ESSENTIAL FUNCTIONS & RESPONSIBILITIES

The GO2 Marketing Team is based on an in-house agency model. The SMM is akin to an agency account manager and is the marketing team lead for specific organization and department initiatives. This includes, but is not limited to, developing marketing plans for those initiatives; write/deploy program or department specific emails and review/edit content for educational publications.

The organization is just launching a new brand rollout and the SMM understands the need for brand consistency to increase awareness for internal and external stakeholders.

To perform this job successfully, an individual must perform each essential function satisfactorily. Reasonable accommodations may be made to enable individuals with a disability or disabilities to perform the essential functions.

### Promotion Planning

- Team lead on developing strategic, creative marketing plans for departments, programs and projects as assigned

### Email

- Oversee production of assigned department emails including content planning/writing/editing; create final email in platform using existing templates; layout review



Empower Everyone. Ignore No One.

- Manage content sourcing with support of marketing team, subject matter experts, external freelancers
- Seek out current trends and best practices in best practices in email communications including participating in webinars, etc. for continuing education

### **Content**

- Actively participates and contributes to email editorial and blog content meetings

### **Department Support**

- Support execution of marketing team efforts including serving as backup for social media activities, blog and website needs

Other duties as assigned. This job description is not designed to cover all activities, duties, or responsibilities required. Duties, responsibilities, and activities may change at any time with or without notice.

### **SUPERVISORY RESPONSIBILITIES**

This position includes the potential opportunity to hire and supervise staff as determined by strategic initiatives and organizational growth needs.

### **REQUIRED COMPETENCIES**

- Strong strategic thinker
- Brand champion
- Exceptional writing and editing skills; ability to adjust writing and communication efforts based on a wide variety of audiences
- Analytics understanding (Google, MailChimp, etc.)
- Firm understanding of email best practices and provide recommendations if/when needed
- Social media fluency, especially Facebook, Twitter, YouTube, LinkedIn, Instagram, etc.
- Ability to respond quickly and professionally to meet deadlines and achieve results in a fast-paced environment
- Independent, self-starter who collaborates well with a dynamic team and staff
- Ability to work with and communicate effectively with diverse groups and individuals
- Strong organizational skills, with the ability to manage multiple tasks
- Passion for the cause

### **REQUIRED EDUCATION & EXPERIENCE**

- Bachelor's degree in Marketing or related field
- A minimum of four years marketing experience



Empower Everyone. Ignore No One.

## **WORK ENVIRONMENT & PHYSICAL REQUIREMENTS**

This job will be performed in an office environment (GO2 office or remote/home office), primarily sitting at a desk and using a computer and phone. In order to perform the essential functions of the job, the employee must be able to operate a computer and other office equipment. The noise level in the work environment is usually low to moderate. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **TRAVEL REQUIREMENTS**

This position will require occasional travel to GO2 office locations and events.

## **EEO STATEMENT**

GO2 Foundation for Lung Cancer provides equal employment opportunities and consideration to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

## **GO2 Foundation provides exceptional benefits, including:**

- Market-competitive compensation
- Health plan choices including PPOs & HSAs, fully paid for individuals
- Dental and vision plans, fully paid for individuals
- Fully paid Life Insurance plus AD&D
- Fully paid Short Term and Long Term Disability coverage
- 403b retirement plan with 5% employer discretionary contribution, fully vested immediately
- EAP – Employee Assistance Plan
- Generous Parental Leave Policy
- Generous vacation and sick leave
- Over 20 paid holiday days per year!
- Flexible work schedules
- Fully remote work with laptop and equipment provided, as well as monthly stipend for cell phone and Internet

## **COVID-19 considerations:**

We follow CDC guidelines; wear masks as appropriate, practice social distancing, maintain sanitization and approved employee travel when deemed safe. GO2 Foundation requires that all employees be fully vaccinated.