



Confronting
Lung Cancer
Starts Here

Position Title: Marketing Production Manager
Location: Remote

TO APPLY:

Use this URL to apply through LinkedIn's website:

<https://www.linkedin.com/jobs/view/3455630443/>

Salary range: \$70,000-\$75,000 per year

POSITION SUMMARY

GO2 For Lung Cancer is seeking a Marketing Production Manager for its internal marketing team that supports and promotes the organization's important work confronting lung cancer.

If you have a passion for producing and executing marketing tactics in a fast-paced environment with a fun team, are organized, solution-oriented, flexible to change and can appreciate the importance of the smallest detail, then keep reading.

ESSENTIAL FUNCTIONS & RESPONSIBILITIES

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

The GO2 Marketing Team is based on an in-house agency model. The Marketing Production Manager will help to provide support across the organization to ensure specific tactics are being executed accurately and on-time.

The organization recently launched a new brand and this person must understand branding and how brand consistency is an integral part of increasing awareness for internal and external stakeholders.

This role's responsibilities will include, but is not limited to:

Project Management

- Assist in creation and management of project information including scheduling, file structure, vendor bids and control traffic flow in project management software used organization wide
- Help to control data in project management software to ensure individual project reporting and high-level portfolio reporting is accurate at all times

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- Monitor projects for issues and mitigate risks to ensure nothing unexpected arises in project stream
- Work to identify process improvement measures that could be adopted to help streamline project flow and help implement process improvement recommendations if they are adopted
- Help automate workflows related to marketing's operations

Email

- Oversee email process and production of MailChimp emails including managing content development; creative assets, use established templates and layout, set-up A/B testing, campaign flow creation and scheduling
- Manage audiences in MailChimp and coordinate with IT/data team who oversee audience database for the organization
- Ensure email marketing calendar is accurate inside project management system.
- Depth of knowledge about email marketing compliance (CAN-SPAM, GDPR, CASL, etc.)
- Actively participates and contributes to email editorial and content meetings
- Keep pulse on current email trends and best practices to ensure organization is always on the forefront of audience expectations

Creative

- Actively participates in the process of coordinating with freelance designers and writers to develop creative assets as part of overall projects. Deliverables include print, digital and video assets
- Ensure brand standards are being upheld on all creative output

Department Support

- Support execution of marketing team efforts including serving as backup for social media, blog, website and other needs that may arise

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

SUPERVISORY RESPONSIBILITIES

This is not a supervisory position.

COMPETENCIES

- Strong strategic thinker
- Brand champion
- Project and process management expertise
- Exceptional writing and editing skills; ability to adjust writing and communication efforts based on a wide variety of audiences
- Firm understanding of email best practices and provide recommendations if/when needed

- Data and analytics capabilities
- 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
- Very comfortable and productive working in a remote environment
- Passion for the cause

REQUIRED EDUCATION & EXPERIENCE

- Bachelor's degree with a minimum of three years marketing experience
- A general understanding of the latest design software and its capabilities-Adobe Creative Suite preferred
- Experience with Hive or other project management platforms
- Experience in Google Data studio or other dashboard platforms

WORK ENVIRONMENT & PHYSICAL REQUIREMENTS

This job will be performed in an office environment (GO2 office and 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, conferences, and events.

EEO STATEMENT

GO2 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 For Lung Cancer 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 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 For Lung Cancer requires that all employees be fully vaccinated.