



**Title:** Design, Communications and Marketing Manager

**Reports to:** Director of Development and Communications

**Classification:** Full-Time Exempt

### **Overview of Organization**

In 1982, Susan G. Komen launched the global breast cancer movement. Today, Susan G. Komen is the boldest community fueling the best science and making the biggest impact in the fight against breast cancer with \$3 billion invested to end breast cancer in the U.S. and the world through ground-breaking research, community health outreach, advocacy and programs in more than 60 countries. It is the largest nonprofit funder of breast cancer research outside of the U.S. government.

Susan G. Komen Oregon and SW Washington invested over \$32 million in breast cancer research, local programs and services, education and advocacy for sound public policy to date.

### **Job Description**

The Design, Communications and Marketing Manager will work directly with the Director of Development and Communication to strategically and creatively develop Affiliate's overall image and brand through writing and graphic design of print, electronic and digital communications with key partners and communities.

The Manager will use creativity, humor and intellect to implement marketing, advertising and communication strategies in support of Komen's overall goal, projects, programs and events. The Manager will be able to think quickly and smartly in a fast-paced environment where people are passionately fighting breast cancer every day.

### **Responsibilities**

#### **Graphic Design / Communications**

- Design materials and campaigns with a creative eye for a fresh, cohesive look and feel for electronic, verbal and print materials
- Conceptualize and write content, images, frequency and users for programs, events, and overall affiliate
- Expand Story Bank for mission, fundraising and media request opportunities
- Coordinate, write, and edit content for the Komen e-newsletter and Komen annual report
- Create and manage email campaigns in Convio (including emails, target audiences, etc.)

#### **Social Media / Website**

- Grow social media participation and presence (Facebook/Twitter/Instagram/YouTube)
- Create a publishing schedule, and actively monitor online presence and audience engagement



- Develop user-friendly content for patients, families and broader public
- Expand on use of technology (video, webinars, smart phones, etc.) to remain effective and relevant

### **Public Relations**

- Influence media / broadcast opportunities to fully bring Komen mission to life - coverage of events and programs - media advisories and press releases, event messaging / story pitches
- Deliver on-site event tactical support to Komen leadership and media representatives with key messages, show flows, scripts and interview line-ups for broadcast coverage

### **Marketing**

- Develop marketing plans for affiliate events, programs and campaigns - strategies to priority audiences through earned, in-kind and paid media opportunities
- Deliver coordinated internal/external plans to constituents - volunteers, staff, board, donors and other stakeholders
- Manage the budget to achieve overall marketing and communication objectives
- Cultivate strong relationships with key vendors and partners - printers, mail houses, public relations consultants and photographers and media partners
- Ensure local Affiliate brand management is consistent with Komen HQ brand guidelines
- Develop and drive production schedules, work flow and processes with directors and CEO

### **Qualifications:**

- Bachelor's degree required
- Two+ years of experience in graphic design with a developed portfolio and marketing communications
- Proficiency in Adobe Creative Suite including but not limited to Photoshop, Illustrator, and InDesign; experience with WordPress and Convio is a plus
- Understanding of traditional media as well as social media, e-commerce, and other emerging marketing trends
- Knowledge of brand strategy and management
- Avid collaborator across functional teams with a high degree of integrity and professionalism
- Excellent organizational skills; ability to multitask and prioritize competing deadlines
- Well developed analytic skills – determining priority audiences and creating appropriate communications, evaluating return on investment, and recognizing trends
- Attendance at all Komen major events and perform miscellaneous job-related duties

### **Compensation**

Full time, exempt position includes a generous benefits package with employer-paid health plan and a generous vacation and health leave benefits. The starting salary range is \$47,000-\$52,000.



**To Apply**

Komen Oregon is an EEO/AA/ADA employer committed to diversity and inclusion. All interested candidates must apply electronically by emailing a cover letter, resume, references, and a link to your online portfolio or three examples that best represent your work to [mcarpenter@komenoregon.org](mailto:mcarpenter@komenoregon.org) with "Design, Communications and Marketing Manager" in the subject line. This position will remain open until filled.