



You'll feel better inside.

Position Posting: Director of Marketing and Communications

Wellness House envisions a community where all people affected by cancer thrive. Offered at no cost, and as a complement to medical treatment, our programs educate, support, and empower participants in order to help them improve their physical and emotional well-being. We are growing our team and are excited to hire the newly created role of Director of Marketing and Communications.

Summary of Position:

The Director of Marketing and Communications is responsible for the development, execution, and optimization of the marketing and communication strategy that will position Wellness House as a leader and support our awareness, acquisition, participation, engagement, and retention goals. The Director of Marketing and Communications will ensure Wellness House presents a consistent and compelling marketing message with a particular emphasis on new participants, current participants, and donors. The Director of Marketing will lead brand strategy, public relations, creative/message development, marketing, and media strategy. As a senior leader at Wellness House, this individual will collaborate closely with fellow directors to translate the organization's vision and strategic plan into achievable annual goals and objectives, ensuring the fulfillment of our mission.

Responsibilities:

Marketing and Communications Leadership:

- Maintain an understanding of the status of oncology, knowing the trends in diagnoses and survivorship, as well as the field of psycho-oncology.
- Knowledgeable about the mission and impact of Wellness House and able to translate it into compelling content for diverse audiences.
- With the Executive Director and board, translate the organization's vision and strategic plan into achievable steps. Participate in strategic planning and monitoring.
- Develop and implement comprehensive, data-driven marketing, communications, media strategy and associated Key Performance Indicators (KPIs).
- Lead the team in the development of an annual work plan with measurable goals. Track progress towards goals and make mid-course adjustments as necessary.
- Utilize data analytics to set and perform against KPIs, including the annual number of new participants. Report on KPIs regularly to Executive Director.
- Identify opportunities for and develop projects to grow awareness with potential participants.
- Ensure Wellness House's brand and messaging are consistent through all channels and provide training, guidance, and leadership to staff, volunteers, and third-party partners as needed.
- Ensure strong and relevant on-line and off-line presence and consistency across all channels including, but not limited to, search, website, email, and social media, newsletters, direct mail, annual reports.
- Direct and participate in content creation to drive engagement.

- Participate in the production of both print and digital materials targeted at growing participation in programs and fundraising.
- Make final approval on all external marketing and communication publications.
- Prepare speeches and key talking points for senior staff as requested.
- Ensure that a Crisis Communications plan is written and followed. Serve as a media contact and a crisis communications point person (along with the Executive Director or Director of Programs).
- Support proposal writing as needed.

Managerial:

- Model for staff, and actively engage and contribute to, a healthy, stimulating, productive work environment where all constituents, participants, staff, volunteers, and donors can “feel better inside.”
- With other Directors, participate in ongoing evaluation; utilize evaluation feedback to inform future planning.
- Hire, train, supervise, and evaluate Marketing and Communications Department personnel and consultants.
- Provide professional development opportunities and guidance to each team member to help strengthen their skill sets and job satisfaction.
- Meet regularly with the team to identify priorities, discuss strategies, and review ongoing projects.
- Identify and develop new policies and procedures for Marketing and Communications.
- Develop and monitor the Marketing and Communications expense budget. Approve departmental expenditures. Manage relationships and negotiate contracts with vendors to fill marketing needs.

Qualifications:

- Bachelor’s degree, advanced degree preferred.
- Prior non-profit marketing and communications experience preferred.
- Prior experience managing team members required.
- Self-motivated, detail-oriented, problem-solver who can manage multiple deadlines and priorities, is flexible, and adapts easily to new situations.
- A strategic thinker who also enjoys doing the work.
- Must be comfortable with and have strong experience evaluating and developing creative while also utilizing data to identify audiences (participants, donors, etc.), inform paid and own targeting, and assessing impact to drive program optimization.
- Must be PC proficient including Excel, PowerPoint, and Word.
- Experience leveraging social media (including YouTube), blogs, websites, search, SEO, and programmatic media.
- Knowledge of Constant Contact, Google Analytics, and all social media platforms needed.
- Excellent copyediting, proofreading, and creative writing skills.
- Solid organization and planning skills; ability to communicate effectively both verbally and written; results orientation; innovative thinker; initiative; highly ethical.
- Committed to the mission of Wellness House; ability to communicate the mission and philosophy of Wellness House.

Work Environment:

- Pleasant work environment includes hybrid options, and free parking and easy access to Metra station while onsite.

- Position requires frequent and regular computer and phone use and employee is regularly required to use hands and talk and hear. The employee is frequently required to stand; walk; sit; reach with hands and arms.
- Occasional weekend and evening work required both remote and onsite.

Compensation:

- Competitive salary benchmarked across industries
- Employer paid Medical, Dental, Life, Long-term Disability, and AD&D insurance premiums
- Voluntary Life, Accident, Cancer, Critical Illness, and Vision benefits available
- 403(b) with employer match
- Gym on-site
- Generous sick and vacation time

Wellness House is an EOE. To apply for this position, please send a letter of interest and resume to HR@wellnesshouse.org and include “Director of Marketing and Communications” in the subject line. No phone calls please.

Updated August 8, 2022