



Fight Colorectal Cancer (Fight CRC) Communications Brand Manager

Job Details: Full-time, Reports to the Director of Communications

Location: Springfield, Missouri

Salary: \$38,000 to \$45,000 annually

Position Summary: This position is an integral part of the Fight Colorectal Cancer (Fight CRC) communications team, which is responsible for communicating the mission and programs of the organization to internal and external audiences. This position is responsible for implementing graphic design strategies and managing the visual communications of the organization, which include photography, videography, print, and online layouts.

This individual works closely with other communications team members, Fight CRC staffers, and creative contractors to ensure the graphic elements of the organization are consistent and cohesive, supporting the overall organizational brand and messaging. To stay connected to the advocate base and ensure communications are relevant, this person leads Fight CRC's Ambassador program. This position requires knowledge of PR/marketing best practices, project management experience, a teamwork mentality, and graphic design ability.

Responsibilities:

- Ensures all visual communications support the mission of Fight CRC and reflect the organization's credibility, authenticity, and patient-centered approach to a variety of audiences.
- Develops and maintains annual production schedule that supports the overall org-wide communications plan to effectively reach CRC patients, caregivers, friends/family members, medical professionals, donors, and other stakeholders.
- Supervises creative contractors such as graphic designers, photographers, videographers and print vendors and ensures the work is consistent with the project's goals, messaging, and call to action.
- Oversees the production of printed marketing materials and coordinates distribution plans and mailings. Oversees online materials and ensures they are promoted and posted according to communication timelines. In collaboration with the Director of Communications, maintains the ongoing development of the brand style guide.
- Works collaboratively with the communications team to maintain and build out the organizational website, including campaign microsites.
- Collaborates with each team member to develop useful materials that communicate the program's goals and objectives, while executing in relevant and patient-friendly ways.

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- Performs ongoing audits to materials to ensure they are current, relevant, meeting patient needs, and visually on-trend; suggests updates to materials that need updating.
- Executes graphic design and print/online layout needs, or manages contractors who perform graphic services.
- Takes photos and/or video production at select events, or lines up person to cover the event, and oversees digital archives. Supervises volunteer or paid photographers.
- Implements email marketing for the organization including project management, segmentation, A/B testing, email content and layout and evaluation. Works alongside other team members who may support setting up and sending emails.
- Assists in development and distribution of the annual Impact Report and publications, also including Fight CRC's biannual magazine, Beyond Blue.
- Supports social media and works with the team to produce visually-based content
- Represents Fight CRC in meetings and the community when appropriate.
- Works with survivors and volunteers to get first-hand feedback, test ideas and stay on-trend for visual communication needs. Sets visual direction for Fight CRC's annual photo shoot.
- Manages visual brand and identity for March Colorectal Cancer Awareness Month and Fight CRC's online campaigns
- Maintains the graphic design/visual files and file storage needs

Education/Experience Required:

- 2 to 4 years working in communications-related position; nonprofit experience a plus
- Degree in marketing, communications, graphic design or related field, or relevant work experience

Knowledge/Skills/Abilities Required:

- Proficiency in Adobe Creative Suite, or other design programs, and willingness to learn more
- Proficiency of Google apps, Box, project management software, online proofing platforms, Wordpress, Microsoft Word, Constant Contact, Meltwater Engage, and social media platforms
- Ability to conceptualize and brainstorm ideas based on strategies and objectives
- Good active listening skills where input can be translated into design work or campaign development
- Technologically-savvy and quick learner with new online platforms
- Understanding of the email marketing and publications process
- Ability to manage multiple projects, with multiple project managers, under tight deadlines and many moving parts
- Understanding of file storage, exporting, font management
- Self-starter with the ability to work independently and collaboratively



- Set own deadlines and organize project details, specs, deadlines, quotes, and workflow
- Good “people skills” and teamwork mentality, with willingness to pitch in when needed
- Basic knowledge of photography, videography, and the editing process
- Strong communications skills, including writing, editing and public speaking
- Ability to work with a variety of personality types and people groups, and maintain strong relationships with advocates, staff members, and vendors
- Ability to be self-directed and perform role with minimal supervision
- Sensitivity to the topics and issues that CRC patients face
- Accommodate a flexible work schedule, including some evening and weekends, and work additional hours in lead-up to Colorectal Cancer Awareness Month in March.
- Belief in the mission and vision of Fight Colorectal Cancer

Job/Working Conditions:

Work is performed at Fight CRC’s office in Springfield, Mo. Involves approx. 10% overnight travel within the United States to video and photo shoots, in addition to organization events, with increased travel during the month of March for Colorectal Cancer Awareness Month. While performing the duties of this job, the employee may sit or stand for prolonged periods of time. The employee may lift, carry or otherwise move and position objects weighing up to 25 pounds. Requires safe work practices, especially when driving.

Benefits:

Benefit package includes company paid health coverage, dental, vision, disability, life, retirement match and paid time off.

Send cover letter and resume with a writing sample and design portfolio to commteam@fightcrc.org.