



Marketing Manager Communications

Job Posting No: ACF-020-17

Location: Edmonton, AB

Position Close Date: October 13, 2017

*****MATERNITY LEAVE COVERAGE UP TO ONE (1) YEAR**

The Alberta Cancer Foundation raises funds in support of cancer research, cancer screening and prevention, and enhanced patient care programs at Alberta's 17 cancer centres including the Cross Cancer Institute in Edmonton and the Tom Baker Cancer Centre in Calgary.

We strive to be one of the most innovative, philanthropic organizations in Canada by delivering transformational results for Alberta cancer patients and their families. As the largest philanthropic investor in cancer research in Alberta, we have the capacity and the relationships to invest in the most promising outcomes. We take a strategic approach to investing donor dollars, toward initiatives and programs.

The Alberta Cancer Foundation offers a competitive salary and benefits, a focus on the cause and a collaborative Team environment.

The Opportunity:

This is a Maternity Leave Coverage position for up to one (1) year.

Reporting to the Vice President, Communications, this position plays a key role in increasing revenue and creating brand attachment to the Alberta Cancer Foundation through marketing campaigns, research and internal development.

Responsibilities:

- Develop and implement marketing strategies for fund development revenue plan focused on such areas as planned giving, major gift awareness, event support, facility-based branding programs.
- Identify target audiences and develop best and most impactful ways to market to them and market the Foundation brand within the community.
- Lead Raisers Edge communications and marketing activity to ensure data is captured properly to assist in driving the revenue strategy.
- Responsible for creating marketing plans for each program investment initiative, to ensure a short-term and long-term strategy to profile, raise awareness and funds for each project
- Responsible for conducting regular and market research of industry practices, trends and competitors.
- Identify and drive donor research by developing measureable marketing plans based on each tactic or strategy.
- Develop and execute marketing plans in conjunction with 3rd party vendors of the Foundation.
- Work with Communications and Marketing Associate to utilize social media to enhance marketing presence and brand awareness.

- Responsible for developing and implementing promotional events and plans associated with those events in collaboration with other Foundation departments.
- Responsible for developing and implementing yearly marketing strategies and targets and deliver on those plans and targets.

Qualifications:

- Education: University Degree or Diploma– business, marketing/communications.
- Experience: 5-7 years minimum in a marketing environment.
- Proven experience in developing and executing marketing strategies Experience developing and working with budgets.
- Ability to work with numerous stakeholders – donors, internal and external stakeholders, committee leads, volunteers, etc.
- Ability to understand strategy, contribute to it and execute operations.
- Strong ethics and moral compass.
- Raisers Edge expertise is preferred. Donor database experience is a preferred.
- Self-motivated and strong attention to detail.
- Strong organizational skills and ability to prioritize.
- Social media experience and strong computer experience.
- Strong communications skills, both verbal and written, public speaking and presentation skills
- Intermediate knowledge of MS Office (Word, Excel, PowerPoint, Sharepoint, Outlook) and strong writing and typing skills.
- Successful candidates must present a current, valid criminal record check and vulnerable sector check prior to commencement for employment.

Application information:

To formally apply, please put **Job Posting No: ACF-020-17** in the Subject line and attach a resume and cover letter to the ACF email address acfonline@albertacancer.ca by **October 13, 2017**

Alberta Cancer Foundation is an equal opportunity employer.

All successful candidates will be required to complete a Security Clearance and Vulnerable Sector Check.