

Campaign Marketing Lead – National Office

Mission First

Improving the lives of people affected by blood cancers is the responsibility of everyone at LLSC. This mission guides all decision making, regardless of job function. Understanding and addressing the needs of people affected by blood cancers is fundamental to who we are and what we do. We are mission driven:

- dedicated to serving the blood cancer community
- committed to learning about blood cancers, LLSC services and new treatment options
- empowered to take ownership of our mission by informing, educating and connecting people to LLSC services

You are...

...eager about connecting with people and making a difference in your community. You are compassionate in outlook and driven to do work that matters. You know how to create and deliver messages that resonate. You want to use your marketing expertise to inspire hope, healing and help throughout the blood cancer community. You yearn for freedom to work on your own terms and embrace the responsibility that comes with it.

You are looking for a permanent position for the National Office, however you can be located anywhere in Canada.

Note: Evening and week-end work occasionally required.

We are...

...The Leukemia & Lymphoma Society of Canada (LLSC) and we are re-writing the non-profit business model. Guided by our core values and belief in the foundational importance of employee engagement and empowerment; we are committed to improving the lives of Canadians affected by blood cancers.

We Believe
Culture
is
Everything

1. **ENGAGED** employees are the key to our success
2. Talented, high performing employees are driven by an internal standard of excellence and take a great deal of responsibility for their own success and the success of their organization
3. High-performing employees need freedom to thrive
4. We will never achieve our true potential unless our employees feel supported, valued, and free
5. Freedom begets boldness and we must be **BOLD**, willing to move forward with knowledge and conviction despite uncertainty, willing to share, try and perhaps fail without fear, willing to take calculated risks and **THINK BIG**

We are fanatical about our Core Values!



Servant Leadership

We put our patients first. Our leadership style is grounded in the sharing of power for the growth and well-being of our people and the blood cancer community.



Lifelong Learning

We see learning as more than professional development, but as a mindset and philosophy to help us constantly adapt, change and excel.



Authenticity

We celebrate character and genuineness. We expect, respect and welcome different opinions, modes of expression and diversity.



Shared Achievement

We believe success is a team sport. We care about results, but more importantly, we care how those results are achieved.



Freedom + Responsibility

We trust our team. We embrace the freedom of employees to work non-traditional hours if needed, to work from home and exercise creativity in career goals and development.

What We Will Do Together

- Elevate the presence, steer the positioning, and defend the reputation of the LLSC
- Enhance constituent reach and engagement across all community services programs and fundraising activities.
- Translate the needs of internal clients into strategic and realistic marketing and communications goals and objectives.
- Oversee the efficient and effective completion of marketing requests for internal clients
- Mentor, encourage, and support staff on the marketing and communications team
- Analyze customer insights, consumer trends and marketing best practices to build successful strategies

You will be successful if you are comfortable

- Creating marketing/communications strategies and plans with objectives that align to the overall goals of the marketing and communications department
- Managing a variety of integrated marketing and communications initiatives from concept stage to completion with a focus on digital channels
- Conceptualizing how to demonstrate impact and reporting on that impact against clear constituent drivers.
- Developing strategy and being “Hands on”: writing and guiding the development of a wide variety of marketing and communications assets: video, audio, webcast, email, advertising, social media, web, pitch decks, impact reports, etc.
- Working with minimal supervision to oversee the timely completion of various projects.
- Balancing when to delegate or offer support to the team to see projects through.
- Applying an analytic focus to create regular reporting, extracting key insights for future activities, and assess performance against objectives
- Providing an expert lens and adding value to internal client discussions

Details

- A minimum of 8 years’ experience in marketing and communications
- Demonstrated experience strong writing, editing, and developing content in a non-profit, health or equivalent field.
- Thorough experience with project management and strategy building.
- Experience effectively managing staff or a team in a fast-paced environment

- Proficiency with media monitoring, media relations planning, media training, and building relationships with influencers/media contacts is welcome.
 - Location not a factor: position is work from home
- ✓ ***We are committed to taking every precaution reasonable for the protection of the health and safety of our staff and other stakeholders. As a result, all employees are required to be fully vaccinated against COVID-19. Proof of vaccination will be required.***

Salary Band 3

Minimum	Midpoint	Maximum
\$63,480	\$73,002	\$82,524

Please send your cover letter and resume to hrcanada@llc.org by August 17th. Applicants are encouraged to apply early as resumes will be reviewed as they are received