

Community Services Marketing Lead

Full Time Position

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 communications 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.

We are...

...The Leukemia & Lymphoma Society of Canada (LLSC). We want to rewrite the non-profit business model and have started by taking a hard look in the mirror. We have emerged with a renewed focus and commitment to advance outcomes in the blood cancer community through employee engagement and empowerment.

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 profile and promotion of LLSC support programs and services to the blood cancer community across all communications channels.
- Develop marketing plan(s) to improve branding alignment, ease of use, and the delivery of educational resources through digital, in-person, and personalized support models.
- With direction from the Mission Response team, create engaging content and materials for the blood cancer community that address the needs of individuals affected by a blood cancer and their families.
- Raise the visibility of LLSC's annual research grants, awarded researchers, and the impact of these research projects to the blood cancer community.
- Work closely with the Mission Response team to address their marketing and communications needs: reporting on marketing tactics, collaborating with external partners (designers, translators, producers, developers), creating and editing content.
- Work in collaboration with the Mission Voice team to align messaging, branding, communications calendar, metrics and reporting.

• You will be successful if you are comfortable

- Project managing a variety of integrated marketing and communications initiatives from concept stage to completion.
- Being curious to understand the needs of the various constituent groups.
- Working independently yet collaboratively with a wonderful, quirky, committed cast and crew.
- Overseeing multiple projects on various topics and working with various colleagues and teams at any given time.
- Writing for a wide variety of marketing and communications assets related to: video, audio, webcast, email, advertising, social media, Web, presentation decks, impact reports etc.
- Having a keen eye for detail and graphic design elements.

Details

- [CLICK HERE TO APPLY NOW!](#)
- Start day: immediate
- Location: this position is work-from-home