



Executive Committee

# Director of Marketing

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## Position Description

**REPORT TO:** President

**TIME COMMITMENT:** 8-10 hours/week

**LENGTH OF TERM:** 12 months

## Key roles and responsibilities include

- Develop and oversee the implementation of ACHSC's brand strategy and marketing strategy for both new and existing projects – including campaigns, events, digital marketing, and public relations. Manage social media presence and direct projects to improve social media reputation and recognition.
- Work closely with ACHSC's project team leaders to define marketing materials and programs. Enable the project team to meet their objectives by providing them with appropriate tools, materials and presentations.
- Undertake continuous analysis of environment and project's targeted groups trends
- Oversee the web content and digital presence of the organisation through overseeing the work of IT, Design, Multimedia and Publications Officers. A higher level understanding of the functions and the daily operations of these roles are favourable.
- Oversee recruitment of portfolio members including drafting recruitment documents and attending interviews for new members as a joint effort with the Human Resources Director

## What you will get out of it

- An excellent learn-by-doing experience to strategically develop and implement marketing and communication strategies for a non-profit organisation.

## Key Characteristics

- Entrepreneurial mindset with the ability to spot original branding opportunities
- Effective organisation and time-management skills
- Excellent professional and interpersonal communication skills
- Relevant marketing experience or degree is favourable
- Experience with ACHSC is favourable
- Genuine interest in not-for-profits and social entrepreneurship

*The ACHSC hopes to nurture a generation of cancer-literate individuals armed with the knowledge to make a substantial contribution towards realising a world free of cancer.*

**Apply at** <https://goo.gl/forms/CB1uB8vWzYgxwsXl2>