



## **Director of Brand Marketing and Communications Portland, Oregon**

### **Who We Are:**

JoyRx, the mission delivery of Children's Cancer Association, is the only organization of its kind. Established in 1995, JoyRx has the simple goal of delivering Joy to seriously ill children and teens when they need more than medicine. We combine energy, commitment, and vision to transform the standard of care for seriously ill children with Joy every day. We have pioneered innovative, award-winning pediatric programs of music, friendship, and nature.

JoyRx is passionate about diversity, equity, and inclusion and we believe that a diverse staff of highly skilled and creative individuals is necessary to achieve the vision and mission of the organization. We strive to create a work environment that reflects the communities we serve where everyone feels empowered to bring their whole, authentic selves to work, fully as they identify. We welcome and encourage applications from candidates who can contribute to the diversity of our workforce across a range of dimensions.

### **Who You Are:**

You are an experienced marketer with strong communication skills. You love partnering with creatives and working to meet the needs of the business through creative and effective marketing solutions. You have an eye, and an ear, for compelling communications and crafting strategic approaches to reach unique audiences. You have an eagle eye for detail and an open mind for new approaches and opportunities for improvement. You bring curiosity and energy to your work.

The Director of Brand Marketing & Communications will report to VP of Brand Marketing, work closely with the Director of Digital Content Strategy and other teammates within the Brand team, and alongside peers leading programming, development, human resources, and executive operations. This role will serve as a leader who plays an integral part in JoyRx's growth.

### **Essential Functions:**

- Lead team of marketing specialists to execute on key activations in support of organizational goals such as fundraising events, media relations, email and traditional marketing campaigns, speaking opportunities, and brand growth initiatives
- Create annual strategic marketing and communications plan in partnership with VP Brand Marketing
- Develop communications strategies and content calendar across multiple audience segments, supported by detailed external-facing story and narrative
- Work closely with Director of Digital Content Strategy to ensure strategic alignment of across digital and traditional media, building more effective and robust marketing approaches
- Maintain a strong understanding of JoyRx programs and impact
- Develop and align brand messaging across a variety of communications platforms
- Oversee the development and execution of communications content with support from team copywriter
- Play an integral management role across internal communications strategy and execution
- Craft narratives, messaging, and talking points for both internal and external speaking opportunities
- Leverage data and insights from function leaders across JoyRx, marketing trends, and audience insights to continuously improve and innovate across Marketing and Communications



### **Qualifications and Skills:**

- Motivated by JoyRx's mission
- Comfortable with ambiguity and competing priorities
- Passion for creativity and collaboration, partnered with efficient execution
- Exceptionally strong written and oral communication skills with the ability to build information sharing and consensus
- Sound judgment in problem-solving and decision-making techniques
- Able to balance competing priorities, complex situations, and tight deadlines
- Commitment to strong project management and understanding of project management tools and strategies
- Strong writing skills and editorial planning combined with speed, flexibility and attention to detail
- Ability to build and cultivate key relationships internally with multiple business partners and work well in a cross-functional team environment
- Confidence managing creative and marketing professionals, and fostering their professional development

### **Education & Experience:**

- Bachelor's Degree in related field
- 7-10 years marketing experience
- Experience working for or managing agency partners
- Experience managing direct reports

### **Competency Requirements:**

- **Strategic Thinking** - Develop and maintain long-term plans and constantly measure progress against them.
- **Active Communication** - Seeks information from a variety of sources. Strong interpersonal and verbal/written skills.
- **Planning and Organizing** - Prioritize multiple competing tasks, maximize use of available time, plan and organize for efficiencies, make efficient use of resources.
- **Relationship Building** – Appreciation of others and their talents, recognize importance of and cultivate relationships.
- **Initiative** - Takes action without being prompted, provide unsolicited input, proactive.

### **Work Environment:**

At JoyRx we are committed to a work environment where each person feels a sense of belonging and they are recognized, appreciated, and valued.

This position is based in the JoyRx Portland, Oregon office. JoyRx offers a hybrid office environment, with both onsite (professional open office environment) days and the ability to work remotely up to two days/week (Mondays & Fridays).

### **Physical Demands:**



The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job, with or without a reasonable accommodation. Due to the nature of JoyRx's work with immunocompromised children, it is our responsibility to take every precaution possible to protect the health and safety of the children and families we serve. All JoyRx employees, regardless of work location, are required to receive COVID-19 vaccinations as recommended by the CDC, unless a reasonable accommodation is approved.

This position requires frequent operation of a computer and other office equipment, such as a calculator, copy machine, and computer printer. This position requires the ability to perform basic math and speak, hear, write, and read English. This is largely a sedentary role; however, some occasional lifting is required (up to 20 lbs).

**Travel: (if needed)**

This position requires occasional travel in the Portland Metro or Austin Metro areas (depending on where the role is based); there may be limited travel to other key regions.

**Compensation & Benefits:**

JoyRx is a growth organization that looks for team members to grow with it. JoyRx offers a generous total rewards package, a casual work environment, and an inclusive culture.

This position offers a competitive benefits package and a salary range starting at \$85,000/yr. Final offer amounts and levels are determined by multiple factors, including your experience, and may vary from the amounts listed above.

Generous benefits include:

- Heavily subsidized medical, vision, dental, and alternative care benefits
- Generous PTO package, paid wellness days, and nine (plus two floating) paid holidays
- Voluntary short- and long-term disability
- Flexible spending plan
- 401(k) with 3.5 percent JoyRx match
- Paid four-week sabbatical to pursue creative talents after eight years of service
- Professional development annual benefit
- Subsidized on-site parking or public transportation reimbursement.

**Position Type/Expected Hours of Work:**

This is a full-time (40 hours/week) exempt position. Some flexibility in hours is allowed; days and hours of work are generally Monday through Thursday, 8:00 am – 5:30 pm, and Friday 8:00 am – 12:00 pm, with the option to be remote Mondays and Fridays. This position requires occasional evening hours and weekend work.

**General Information:**

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required for the position. Job duties may change at any time, with or without notice.

**Application Guidelines:**



Children's Cancer Association

Complete the **application** through our application portal and answer the following two questions in your cover letter:

1. Tell us how your previous work history has prepared you for this role.
2. Tell us if the compensation and benefits information listed above meet your needs.

To learn more about JoyRx, the mission delivery of Children's Cancer Association, visit [JoyRx.org](http://JoyRx.org).

Watch Founder and Chief Joy Officer Regina Ellis' TEDx Talk on the [Joy Effect](#)

### JoyRx Maxims:

#### **We believe kids deserve long, wonderful lives.**

Or, at the very least, short, wonderful lives. **We believe cancer sucks.** We've had it, or loved someone who did. **We prescribe moments of joy for kids who are in the fight against all serious illness.** We create lasting memories for the loved ones who stand beside them. **We believe joy grows exponentially when it's used collectively.** We are surrounded by a league of extraordinary heroes who perform amazing feats of compassion, generosity, and love every day. **We are music medicine pioneers.** We believe in purple. **We know joy comes in all colors, shapes, and sizes – just like the kids who need our help.** We love to laugh. **We are not afraid to cry.** We spend every dollar wisely. **We give hugs freely.** We believe in today. **We respect our history as a grassroots organization.** We embrace our destiny as a global source of [JoyRx](#). **We believe these things matter.**