

## DIGITAL STRATEGY MANAGER Vacancy Announcement

### BACKGROUND

In 2010, the National Breast Cancer Coalition (NBCC), a grassroots advocacy organization, launched **Breast Cancer Deadline 2020®**, with a goal of knowing how to end breast cancer by January 1, 2020. NBCC's blueprint for **Breast Cancer Deadline 2020®** is a strategic plan of action for knowing how to prevent the development and spread of breast cancer. Since 1991, NBCC has been at the vanguard of the breast cancer movement – elevating breast cancer to an issue of national significance, leveraging billions of federal dollars for research and care, and empowering tens of thousands of breast cancer survivors to become effective advocates for themselves, and for all those at risk of breast cancer.

### POSITION SUMMARY

The Digital Strategy Manager will develop and implement a strategy that integrates all of NBCC's digital platforms and emerging online media opportunities to maximize the organization's online presence and grow name recognition in accordance with strategic communications goals and development objectives. The Digital Strategy Manager will be an innovator, a trendsetter, and a progressive thinker who can connect digital strategy to all other aspects of NBCC's initiatives.

Reporting to the Sr. Manager of Strategic Communications, the Digital Strategy Manager in conjunction with the Sr. Manager will plan, coordinate, and execute the organization's electronic communications program integrating and refreshing the website, manage email outreach strategy, advocacy efforts, drive the organization's presence on social media, and manage the organization's strategy for internet marketing to broaden the organization's audience, building awareness, marketing the NBCC brand, and supporting development activities and revenue goals. The Digital Strategy Manager will expand the reach of NBCC's digital communications with the intent to penetrate new audiences and bring more constituents to NBCC's digital platforms. Manage all online social media accounts (Twitter, Facebook, Instagram, LinkedIn, etc.) and maintain NBCC's social media presence across all digital channels.

### Qualifications and Requirements

Bachelor's degree in Marketing or related field and minimum of five (5) years of experience with digital marketing preferred. Solid knowledge of website analytics tools and demonstrated experience leading and managing SEO/SEM, marketing database, email, social media and or display advertising campaigns. Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate. Excellent written and oral communications skills required, and exceptional attention to detail.

### Compensation:

Salary commensurate with qualifications and experience.

### To Apply:

Email cover letter with resume and salary requirements to [jobs@breastcancerdeadline2020.org](mailto:jobs@breastcancerdeadline2020.org) with "Digital Strategy Manager" as the subject line. Sorry, no phone calls please. NBCC is an equal opportunity employer that especially welcomes applications from breast cancer survivors, women, and people of color.