



Graphic Design & Social Media Manager Job Description

Status: Full-Time, Exempt

Reports to: Chief Executive Officer

Job Summary: The Graphic Design & Social Media Manager works as an integral part of the Cancer Support Community Montana Team. Responsible for planning and implementing written outreach materials for the organization, developing marketing materials, organizing speaking engagements and interfacing with social media. Successful candidates must be committed to Cancer Support Community's mission and excited about its growth and potential across Montana.

Essential Functions and Job Responsibilities

1. Lead presentation of CSCMT content and information online – website, social media, YouTube, etc.
2. Execute a social media strategy for CSCMT.
3. Lead creation of written newsletters and annual appeal letters.
4. Create newsletters, fundraising materials, program calendars, brochures, flyers and other program promotional materials.
5. Develop new copy, stories, testimonials, and related material to support CSCMT's mission and to enhance the organization's image in the community.
6. Participate in event planning and preparation, leading creation of content, advertisements, flyers, event signage, invitations and all related materials.
7. Manage marketing materials and ordering swag for promotional purposes.
8. Develop video and photo content for online use and print publications. Document the work of CSCMT.
9. Manage marketing related to sponsorship agreement, to fulfill sponsor benefits.
10. Maintain professional flexibility to accommodate rapidly changing processes, program information and priorities.
11. Demonstrate a strong ability to manage, coordinate, and deliver on concepts and information to effectively maximize CSCMT's brand.
12. Collaborate closely with a variety of stakeholders, both internal and external, on all aspects of projects, including planning, content, layout, and publication of marketing materials, turnaround time, etc.

Required Qualifications

1. Bachelor's Degree in Marketing or Business, Public Relations, Community Health, Graphic Design or a related field.
2. Advanced experience and knowledge of Microsoft Office software, In Design & Adobe Suites, Word Press, Canva, and other media software.
3. Experience utilizing all key social media sites (Facebook, Instagram, Linked In etc.).
4. Proven successful experience working in marketing and designing written materials and advertisements.
5. Successful work experience performing autonomously within a team focused work environment and with key leaders.
6. Successful work experience with volunteer groups, to achieve desired outcomes.

Preferred Qualifications

1. Successful experience designing and maintaining an effective website design.
2. Successful experience working in a role that utilized social media platforms to increase brand awareness and engagement.
3. Experience developing a brand and expanding community awareness of the organization.
4. Experience with photography for marketing.

Necessary Special Requirement

1. Must receive a flu shot before the beginning of flu season but no later than November 1 of each year. This is a necessary special requirement to have direct contact with people who may have or develop compromised immune systems.
2. Many make-up and hair products contain fragrances and this may cause sensitivity and/or allergic reactions in others and are therefore not allowed.
3. Must have reliable transportation to carry out duties and responsibilities of the role.
4. Travel to other centers and to educational opportunities as needed or required.
5. Position requires the ability to work nights, weekends and holidays.
6. Requires regular attendance and reports to work fit for duty in a professional environment.
7. No public expression of personal political views by support or action, so donors and participants do not perceive personal views represent CSC organization.
8. Must comply with current CSCMT COVID protocols.
9. Within six months of employment must complete Mental Health First Aid training and George Washington University Oncology Patient Navigation training (online).

Knowledge, Skills and Abilities

- Passionate about the wellbeing of people with cancer and volunteers.
- A team player who is flexible, creative and a proactive problem solver.
- Excellent planning, organizational, budget management skills and ability to multitask.
- Emotionally mature and self-confident, with sound judgment and a good sense of humor.
- An understanding of and passion for the mission of CSCMT
- Strong attention to detail with ability to see big picture.
- An understanding of and passion for the mission of CSCMT with the focus on brand awareness.
- Advanced knowledge and understanding of marketing strategies of non-profit operations.
- Advanced skill and ability to recruit volunteers and mentor and train to meet the needs of the organization.
- Advanced skill and ability in public speaking and promoting effective public relations strategies.
- Ability to remain calm under pressure and manage multiple projects simultaneously in a fast paced environment.
- Ability to hire, train and develop a strong team of volunteers.
- Possess excellent organizational and administrative skills.
- Commitment to hard work and tangible results.
- Demonstrated ability to interact equitably with individuals of all genders, races and socioeconomic levels.
- Skill in taking initiative in completing tasks and assignments.
- Ability and skill in graphic design, innovation and creative approach to work.
- Highly effective oral and written communication skills.
- Self-motivated with highly productive work results.
- Multi-tasking skills and the ability to manage multiple projects, supervision of staff and responsibilities in a fast-paced work environment.
- Ability to be adaptable and flexible for work that requires changing work demands based on fundraising, participant and staff needs.
- Dress and hygiene habits that are acceptable for a customer service and public role.
- Ability to interact with coworkers, staff, CSCMT participants and the public in an effective and positive manner.
- Regularly interacts with individuals of various social and economic backgrounds.
- Ability to work effectively as a leader, manager, part of a team and contribute to the success of a team.
- Establish, maintain, and foster positive and harmonious working relationships with those contacted during work.

Working Conditions and Physical Requirements

The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Duties are performed inside with consistent temperatures and may require exposure to outside temperature extremes to attend functions or events.

- Duties require long and consistent periods of standing, walking, talking and hearing.
- Regularly lifts items ranging from 5-20 pounds such as office supplies, donations, etc.
- Must be able to add, subtract, divide and multiply.
- Reading materials and verbal instructions require advanced ability to interpret and comprehend policy, contracts and legal documents.
- The noise level ranges from quiet to moderate in office and moderate to loud at events or functions.
- Possession of hand/eye coordination adequate to operate a computer and office equipment.
- Ability to talk and hear in person and by telephone and ability to see and read instructions.
- Hazards are minor and controllable.
- Ability to provide emotional support and empathy to participants and families of survivors.

Safety Related Expectations

- Follow CSCMT safety work practices.
- Report occupational injuries, illnesses, and near misses immediately to Supervisor.
- Follow supervisor instructions for obtaining first aid or medical attention.
- Participate in accident investigations as required.
- Identify unsafe work conditions and unsafe practices. Correct hazards or report them to Supervisor as appropriate.

The specific statements shown in each section of this position description are not intended to be all inclusive. They represent typical elements and criteria considered necessary to perform the job successfully. These may be modified as required by changes in CSCMT structure or changes in personnel.

To apply

Send resume, cover letter, three references, and design portfolio to:

Becky Franks, CEO

Cancer Support Community Montana

102 S. 11th Ave

Bozeman, MT 59715

becky@cancersupportmontana.org