



## **Copywriter Job Description**

### **Who We Are:**

JoyRx Heals All.

At Children's Cancer Association (CCA), we believe Joy is an unlimited resource and undeniable right. We champion purple, but know Joy heals young patients of all colors, no matter what language they speak, where they hail from, or live—ensuring all have equal access to no-cost, Joy-based programming.

We champion our team of unique individuals to feel empowered and bring their full, authentic selves to the workplace, regardless of how one identifies.

At CCA, we know it takes more than medicine to treat cancer and serious illness. When a child is facing life's most challenging moments, it's not enough to try to fix their body—we must also help them heal emotionally.

For over 25 years, CCA has delivered programs to help young patients find their Joy. JoyRx® programs feature music, mentorship, and nature to create feel-good moments for seriously ill kids and help them positively shift their mood to relieve the sadness, anxiety, and isolation experienced during lengthy treatments and hospitalizations—transforming their pediatric healthcare experience.

### **Who You Are:**

The Copywriter is a storyteller for Children's Cancer Association, responsible for consistent and impactful communications that create awareness to support Children's Cancer Association's mission of JoyRx nationally. The Copywriter is responsible for content development of internal and external communications – including, but not limited to digital platforms, emails, blog posts, event promotional materials, program newsletters, and impact reports. This position reports to the Director of Communications.

### **Essential Functions**

- Write content for quarterly impact reports, including annual Community Investment Report (CIR).
- Develop short- and long-form copy for a variety of marketing surfaces, including social media copy, blog posts, program stories, reports, digital platforms, email, etc.
- Create compassionate, educational content to introduce families with hospitalized children to the availability of CCA's free-of-charge Joy-based programs, including newsletters, brochures, flyers, signage, and website content.
- Work with CCA-served families to share stories of organizational impact. Coordinate owned and earned media speaking opportunities for families and JoyRx Mentors.



- Promote CCA events with content for emails, website, sponsor decks, presentations, and misc. collateral materials, as well as scripted remarks for speakers.
- Support CCA business, leadership, and partner development with compelling content for proposals, presentations, etc.
- Assist with development of creative and engaging content for award submission materials and grant proposals.
- Maintain and improve CCA content style guide.
- Create other projects as requested by both the Senior Director of Brand Marketing and Director of Communications.

### **Skills**

- Excellent time management, organizational, and analytical skills
- Strong written and verbal communication skills
- Empathy, poise, and emotional maturity to professionally and appropriately interact with families whose children have serious illnesses
- Strong writing skills and editorial planning combined with speed, flexibility, and attention to detail
- Proficiency in Microsoft Suite of products, particularly Excel, Word, and Outlook required; preferred experience in Adobe Creative Suite
- Ability to meet deadlines in a fast-paced environment
- Self-starter with the ability to work independently and within a team

### **Education & Experience**

- Bachelor's degree
- 5+ years proven experience as a copywriter
- Nonprofit experience preferred



### **Competency Requirements:**

- **Written Communication** - Composes informative and convincing documents. Uses the written language to convey substance and intent with accuracy.
- **Adaptability** – Flexible and open to new ideas. Quick to adapt.
- **High Standards** - Ensures exceptional quality and necessary attention to detail.
- **Initiative** - Is proactive not reactive, able to make things happen.
- **Creativity** – Generates original ideas, develops innovative solutions, and finds new ways to look at old problems and explore options.
- **Team Player** - Effectively supports the larger organizational mission. Shares resources and responds to requests from other departments.
- **Results Oriented** - Values outcomes and demonstrates a sense of urgency

### **Supervisory Requirements**

This position has no supervisory requirement.

### **Work Environment**

CCA offers a hybrid work environment with both onsite (professional open office environment) days and opportunities to work remotely up to 2 days/week.

### **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.

Frequently operates a computer and other office equipment, such as a calculator, copy machine, and printer. This position requires the ability to perform basic math and speak, hear, write, and read English; occasionally and/or move up to 10 pounds.

### **Travel**

This position requires infrequent travel in the Portland Metro area.

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

This is a full time (40 hours/week) non-exempt position. Some flexibility in hours is allowed; days and hours of onsite work are generally Monday through Thursday, 8:00 am – 5:30 pm and Friday 8:00 am



– 12:00 pm. This position requires at times evening hours and weekend work.

**Compensation:**

CCA is a growth organization that looks for team members to grow with it. CCA offers a generous total rewards package, casual work environment and an inclusive culture. No matter the role, every CCA role shares one galvanizing message, to bring joy, comfort and inspiration to every child or teen in their moment of need.

Competitive benefit package and hourly rate starting at \$50,000/yr. A pay differential is provided for proficiency in Spanish.

Generous benefits, including:

- Subsidized medical, vision, dental and alternative care benefits;
- PTO & nine paid holidays;
- Voluntary short- and long-term disability;
- Flexible spending and HSA plans;
- 401(k) with 3.5% CCA match;
- Paid four-week sabbatical after eight years of service;

**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:**

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. Provide salary expectations



CCA believes that a diverse staff of qualified, highly skilled, and creative individuals is necessary to achieve the vision and mission of the organization. We welcome and encourage applications from candidates who can contribute to the diversity of our workforce across a range of dimensions. Individuals who identify as Black, Indigenous, Latinx, Asian, Pacific Islander, or other People of Color, people who are queer, trans, non-binary, people with disabilities, people who are immigrants, people from poor and working-class backgrounds, and people who are/have been system-impacted are strongly encouraged to apply.

CCA is an Equal Opportunity Employer committed to maintaining a non-discriminatory and dynamic work environment that values diversity and inclusion, respect and integrity, stakeholder focus, and innovation. AA/EOE/VETS/Disabled.