



Director of Digital and Content Strategy

(Portland Oregon or Austin Texas)

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 every day with Joy. JoyRx, the mission delivery of Children's Cancer Association, has pioneered innovative, award-winning pediatric programs of music, friendship, and nature.

JoyRx is passionate about Diversity, Equity, and Inclusion and believes 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 which reflects the communities we serve and where everyone feels empowered to bring their full, authentic selves to work, fully as they identify. We are an equal opportunity employer.

We welcome and encourage applications from candidates who can contribute to the diversity of our workforce across a range of dimensions.

Who You Are:

JoyRx, the mission delivery of Children's Cancer Association, seeks a Director of Digital & Content Strategy to work collaboratively with JoyRx leadership to design a cross-departmental, integrated digital content delivery strategy, followed by the development and implementation of a multi-year strategy. This is an opportunity for a proven leader to shape the digital future of JoyRx by overseeing the development and execution of the content marketing campaigns, video, interpreting web analytics, and optimizing the digital infrastructure to scale the delivery and impact of JoyRx programs to hospitalized kids; expansively acquire and steward new donors through digital strategy; and enhance JoyRx national brand identity. The Director is responsible for communicating throughout the organization to ensure all stakeholders are aligned in support of digital program activities and are aware of projects and strategic initiatives related to the overall digital program portfolio.

This key leader will report to the Senior Director of Brand Marketing and work closely with our Vice President of Programs, and the Development leadership team, all located at JoyRx

Headquarters in Portland, OR. The Director will also have strong cross-functional responsibilities working closely with Development and Program leadership.

Core Responsibilities

JoyRx Music Digital Programs

- Collaboratively design an integrated vision, multi-year strategy and implementation plan for the future of JoyRx's digital music program.
- Actively seek best digital platforms that add strategic value to scale the reach and impact of the JoyRx Music program to seriously ill children within and external to the hospital environment.
- Lead the delivery of JoyRx Music digital content to children and partners as per the vision, strategy and implementation plan with direction and oversight from the Vice President of Programs.
- Supervise the acquisition, production, and management of the JoyRx Music video content portfolio to ensure relevance, freshness, and impact for sick children.
- Develop and proactively manage the digital program systems, and procedures to ensure the safety of children, partners, and team members while meeting compliance requirements.
- Collaboratively define and implement measurement indicators, criteria, and practices for all digital programming, including providing regular reporting regarding status of prioritized digital program portfolio and activities.
- Learn and maintain a working knowledge of industry regulations and policies as related to JoyRx programs and business, particularly HIPPA and COPPA, to ensure compliance as digital programs scale and industry trends change.

Brand Marketing

- Provide thought leadership on digital marketing strategies and how to leverage digital channels to build and maintain scalable processes that support existing/developing audiences and campaign(s) management.
- Implement and drive digital marketing campaigns, including social media, web, SEO, email, and remarketing, pulling on-demand performance reports.
- Oversee the strategic direction of websites, digital programs, and digital properties, video content, and social channels; assess and improve user experience, navigation, user interface, and content.

- Manage and report digital data analytics and integrations, including Google Analytics, and statistics from digital marketing initiatives/campaigns, generate detailed reports, and identify areas for improvement.
- Oversee the development of video content to develop a high-level strategy to identify how to reach JoyRx audiences across paid, earned, shared, and owned channels.
- Manage and train Video Content Creator.

Development

- Collaborate with the Development team to improve and grow existing digital fundraising campaigns, email marketing campaigns, and social campaigns.
- Ignite digital fundraising innovation through various channels including paid social media, streaming platforms, and popular apps.
- Develop a digital approach to mass market fundraising, donor acquisition, and retention.
- Other duties as assigned

Core Competencies

Inspirational Influence: Effective performers inspire excitement and momentum for change. They create a sense of direction and purpose to strive towards a compelling vision of the future by embracing and embodying core values. They influence others to translate vision into action.

Visioning: Effective performers are imaginative. They can create a vision of a preferred future and communicate it clearly and enthusiastically in such a way that others are attracted to it. They can bring the vision to life.

Creative Mindset: Effective performers explore options and develop innovative ideas and solutions. They offer alternatives and finds new ways to look at old issues.

Growth Orientation: Effective performers continually look for brand growth opportunities. They take action to improve things, always striving for bigger and better. They constantly think in terms of expanding the brand, always looking for new ways to achieve competitive advantage. They consider brand and influence growth an imperative.

Coaching and Counseling: Effective performers see themselves as coaches and mentors and actively develop their team. They effectively instruct employees at all performance levels and enjoy helping team members grow. They set goals for their people, communicate them clearly and specifically, and use objective means to monitor progress toward those goals. They offer

clear, direct, and timely feedback, and provide training, direction and support as needed. They are able to successfully redirect performance that falls short of expectations.

Communication: Effective performers create an open and accessible environment that encourages flow of information and values continuous information exchange. They compose informative and convincing written communication, conveying substance and intent with accuracy.

Strategic Thinking – Effective performance develop and maintain long-term plans and constantly measure progress against them.

Business Acumen: Effective performers understand and navigate different business situations using financial awareness, leadership skills, marketing insights and analytics to guide decisions.

Key Qualifications and Transferable Skills

Transferable skills may be gained through education, work experience (including the military) or life experience that are relevant for this position.

- Minimum of six (6) years of experience in similar or relevant role; a bachelor's degree, or a combination of education and experience.
- Minimum of two (2) years of supervisory experience or leadership roles within technical or digital team.
- Experience with facilitation and change management communications.
- Proven success in internal and external relationship management with all levels of expertise from administrative to executive.
- Technical aptitude to understand and obtain the knowledge required to effectively collaborate with technical teams, content strategy teams, social community management teams, etc.
- Demonstrated experience integrating equity and inclusion practices into strategic planning and project management, ideal.
- Ability to learn and understand cultural constructions, awareness of social inequality, and knowledge about the relationship between technology and digital practices, inequality, and their impacts on communities of color.
- Excellent communication, interpersonal, intercultural, and customer service skills
- Strong training and/or presentation skills
- Excellent time management and organizational skills.
- Able to balance competing priorities, complex situations, and tight deadlines.

- Able to work with a high level of independence.
- Spanish language proficiency a plus.
- Ability to interact effectively with people of diverse racial and ethnic backgrounds

We encourage applications even if candidates don't meet all the listed qualifications

Travel:

Occasional travel (10-15%) may be required to key operating areas, such as Texas, Northeast to meet with team members and partner organizations.

Compensation and Benefits:

JoyRx is a growth organization that looks for team members to grow with it. JoyRx offers a generous total rewards package, casual work environment and an inclusive culture. Competitive benefit package and salary rate starting at \$95,000/yr depending on experience.

Generous benefits, including:

- Heavily subsidized medical, vision, dental and alternative care benefits
- Generous PTO package & nine paid holidays
- Voluntary short- and long-term disability
- Paid Leave Program
- Flexible spending plan
- 401(k) with 3.5% JoyRx match
- Paid four-week sabbatical to pursue creative talents after eight years of service
- Subsidized on-site parking or public transportation reimbursement

To Apply

Complete the application through our [application portal](#) and provide a cover letter responding to the following questions:

1. Tell us how your experience qualifies you for this role.
2. Do the compensation guidelines outlined above meet your needs?

To learn more about the Children's Cancer Association: joyrx.org

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

Children's Cancer Associations' Maxims:

Children's Cancer Association believes:

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 believe**

in the healing power of music. We are

music-as-medicine pioneers and champions.

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.

