



Senior Marketing Specialist

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 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 and where everyone feels empowered to bring their full, 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:

The Senior Marketing Specialist is a talented, energetic, organized, creative marketer who champions how the JoyRx brand is represented internally and externally. This position is responsible for tracking and analyzing the performance of marketing and development campaigns, managing a marketing budget, and ensuring all marketing material is in line with our brand identity. In addition, this role maintains content on JoyRx.org and provides creative development support on a broad range of projects. The Senior Marketing Specialist will report to the Senior Director of Brand Marketing.

Essential Functions

- Develop, implement, and track strategic marketing campaigns, then evaluate, measure and report performance to gain insight and assess against goals.
- Prioritize and proactively manage scheduling for all projects in the request pipeline, coordinating the workflow of JoyRx marketing deliverables including workback schedules, budgets, and production timelines.
- Maintain and update digital content on JoyRx.org for a consistent brand experience and manage third-party fundraising & technology platforms (OneCause, MobileCause, Classy, etc.) in collaboration with cross-functional partners.
- Analyze audience behavior and adjust email and advertising campaigns accordingly.
- Manage the JoyRx photo library, identify and address photography gaps, and provide available imagery for use in social media and email marketing.
- Develop an annual plan and budget with an organization-wide approach to ordering JoyRx-branded giveaways, SWAG, gifts, etc.
- Manage and train Creative Project Coordinator.



Skills

- Strong time management and prioritization skills.
- Highly skilled user of Microsoft Office Suite and Adobe Creative Suite.
- Experience with Trello, Classy, OneCause, RallyUp preferred.
- Strong knowledge of WordPress and digital marketing principles.
- Willing and able to solve hard problems.
- Proven ability to operate both independently and as part of a collaborative team.
- Experience working in a fast-paced and highly cross-functional organization.
- Excellent organizational, writing, presentation, and active communication skills.
- Ability to interact effectively with people of diverse racial and ethnic backgrounds.

Education & Experience

- A combination of relevant experience and/or a Bachelor's degree in marketing, business, or related field.
- Three - four years of experience as a marketing specialist.
- Extensive knowledge of marketing strategies, channels, and branding.

Competency Requirements:

- **Active Communication** - Actively seeks information from a variety of sources, uses modern technology, encourages the flow of information. Exhibits strong interpersonal and verbal/written communication skills.
- **High Standards** – Seeks quality and continuous improvement
- **Planning & Organizing** – Prioritizes multiple tasks, maximizes use of available time, accomplishes work efficiently and accurately.
- **Adaptability** – Flexible and open to new ideas; quick to adapt.
- **Relationship Building** – Establishes and maintains productive relationships with children, families, partners, and staff. Initiate contacts readily.

Work Environment



Children's Cancer Association

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

JoyRx 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.

This is largely a sedentary role; however, some lifting is required for deliveries of event décor materials and branded items (up to 20 lbs).

Constantly operates a computer and other office equipment, such as a calculator, copy machine, and computer printer. This position requires the ability speak, hear, write, and read English. Must have the visual acuity to create, edit, and evaluate color design, photos, graphics and printed materials.

Travel

This position requires occasional travel in the Portland Metro area.

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 pay rate starting at \$24/hr 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

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 occasional 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:

Complete the application through our [application portal](#) and answer the following 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 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:

A blue square graphic with white text and a white hand-drawn sun illustration. The sun is drawn with thick, white, brush-like strokes, giving it a textured, artistic appearance. The text is in a white, sans-serif font and is arranged in several paragraphs on the left side of the square, with the sun illustration on the right side.

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.