



Children's Cancer Association
Position & Candidate Specification
Vice President of Brand Marketing

May 2021

1200 NW Naito Parkway Suite 140
Portland, Oregon 97209
JoyRx.org / JoyRxMusic.org

Company Profile

The Children's Cancer Association (CCA) is the only organization of its kind. Established in 1995, CCA has the focused goal of delivering JoyRx to seriously ill children and teens -- when they need more than medicine.

The organization combines energy, commitment, and vision to transform through joy, the standard of care for seriously ill children. CCA has pioneered innovative, award-winning pediatric programs of music, friendship and nature.

The Children's Cancer Association didn't start as a chapter of a national foundation; it started with a family in Portland, Oregon who faced their own battle with serious pediatric illness more than two decades ago. From that experience came a passionate commitment and focus to deliver immediate help to kids when their need is the greatest. Over the last 26 years, CCA has grown to be one of the largest children's health organizations in the Pacific Northwest with in-hospital programming in children's hospitals and medical facilities in Oregon, as well as Austin, Texas and Boston, Massachusetts. CCA's digital programs, JoyRx Music Digital Live JoyRxMusic.org, deliver livestreaming and on-demand music medicine to kids and teens in over 18 children's hospitals.

The Children's Cancer Association has nearly 50 employees and 100 leaders, champions and ambassadors who serve in a board/advisory capacity across the nation. The company recruits talented, creative people from diverse backgrounds who are deeply committed to the culture and mission while promoting a collaborative business environment.

The organization is entrepreneurial and growth minded with a commitment to innovate, strengthen capabilities, deepen service impact, leverage brand partnerships and develop social enterprise opportunities, seeding our programs in communities across the nation. Since 1995, we've raised over \$65 million and invested in measurable results, increasing the quality of life for seriously ill children. Our programs and services are made possible only by individual, corporate, and foundation support; we currently receive no state or federal funding.

Today, CCA attracts powerful strategic partners such as Gibson, Nike, Fader/cornerstone, Anomaly, Breakside, Atlantic Records, iHeart Media, NFP, The Standard, and others who support CCA's initiatives delivering the healing power of JoyRx.

Position Profile

The Children's Cancer Association needs a brand marketing leader. A seasoned executive to lead and build CCA's national brand experience. A storyteller by trade. A creative by DNA. A coach and mentor by passion. The ideal candidate brings a background possessing high emphasis on digital – deep expertise in content, social, video, web, email marketing, mobile and data. While CCA is more than 25 years old, this person still needs a start-up mentality approach, and is a maximizer of resources; comfortable testing and learning. Ideally, the candidate has both in-house and agency expertise. Also important is a thorough understanding of unique structure and dimensions of direct response fundraising and communications.

The Vice President of Brand Marketing will report to and work directly with our CEO, and alongside peers leading programming and development. The goal -- to transform CCA's brand presence to one that is proactive, strategic, and fully integrated with our national music medicine growth initiatives and CCA business. The nature of this position is focused on the development and implementation of brand strategy and holistic brand stewardship. They will serve as a senior leader who plays an integral part in CCA's transformation and growing national presence.

This person will be responsible for developing a strong and sustainable brand plan to help build operational capacity, leverage JoyRx Music national expansion, galvanize support, and drive awareness of our social mission. They will lead the marketing and communications team with five plus direct/indirect reports and ultimate oversight for agency partnerships. With an aspirational capital campaign now underway to support the long-term vision of the organization, this position will partner synergistically with capitol campaign staff, and external campaign consultants in support of fundraising. This leader will insure JoyRx brand integration and platform consistency within campaign channels.

Core Accountabilities

Build and sustain the brand on the national level.

- Create annual Brand Strategy Plan
- Drive Brand activities in support of CCA FY 22-25 Roadmap
- Own digital, experiential, and traditional brand campaigns
- Design and develop integrated media strategy and content architecture, working directly with the internal team, PR, digital, and creative agencies
- Translate CCA's vision and develop the organization's overarching brand strategy
- Develop and achieve annual revenue and sustainability goals, and strategic opportunities with other senior leaders
- Help lead passive channels of revenue – merchandising, e-commerce, etc.

- Define and apply metrics related to successful outcomes
- Create and support new alliances and partnerships
- Monitor and maintain external relationships with influencers

Lead, guide, and coach the team by setting goals and modeling collaboration.

- Create, inspire, develop, and maintain a highly functioning team
- Identify and communicate key responsibilities
- Ensure that the team delivers on goals and objectives
- Develop and execute strategic initiatives
- Enhance internal partnerships and teamwork

Ensure that JoyRx Music is the premier national and ultimately global, music medicine experience.

- Design and deploy strategy to increase JoyRx Music Digital Live and JoyRxMusic.org use and acquisitions
- Create and support new alliances and partnerships within the music industry
- Deepen artist spokesperson opportunities and engagement
- Engage and leverage Champion's assets
- Lead JoyRx Music engagement at music industry events nationally
- Leverage and ignite sustainable initiatives utilizing music industry opportunities
- Identify and deliver national music content procurement opportunities and partnerships

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.

Strategic Thinking: Effective performers act with the future in mind. They plan for and make decisions within the framework of the brand's strategic intent. They know and understand the factors influencing strategy (e.g., core competence, customers, competition, and the current strengths and limitations.) They consider future impact when weighing decisions.

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.

Ideal Candidate Qualifications:

- Bachelor's degree in Communications, Marketing, Business or related equivalent
- Public Relations, Digital, Creative or Ad Agency experience
- 10+ years of experience leading and developing people
- 5+ years leading a marketing function for an organization/company
- Ability to travel to regional and national industry events/meetings 4-6 times per year

Compensation:

CCA is a growth company 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 salary commensurate with experience: salary range is \$145,000-\$150,000. This is a full-time exempt position, that provides a bonus plan and generous benefits, including medical, vision, dental and alternative care benefits; PTO; ten paid holidays; group life, short- and long-term disability; flexible spending plan; cell phone allowance; 401k with 3% CCA match; paid four-week sabbatical to pursue creative talents after eight years of service; subsidized on-site parking or public transportation reimbursement.

To Apply

Please submit the following:

- A cover letter that reflects how your experience qualifies you to become the Vice President of Brand Marketing of Children's Cancer Association, and a complete chronological resume.
- Submit the cover letter and resume in PDF format through our [application](#) portal

Children's Cancer Association

- Recruiters should not contact CCA regarding this posting.
- All inquiries will be handled confidentially.

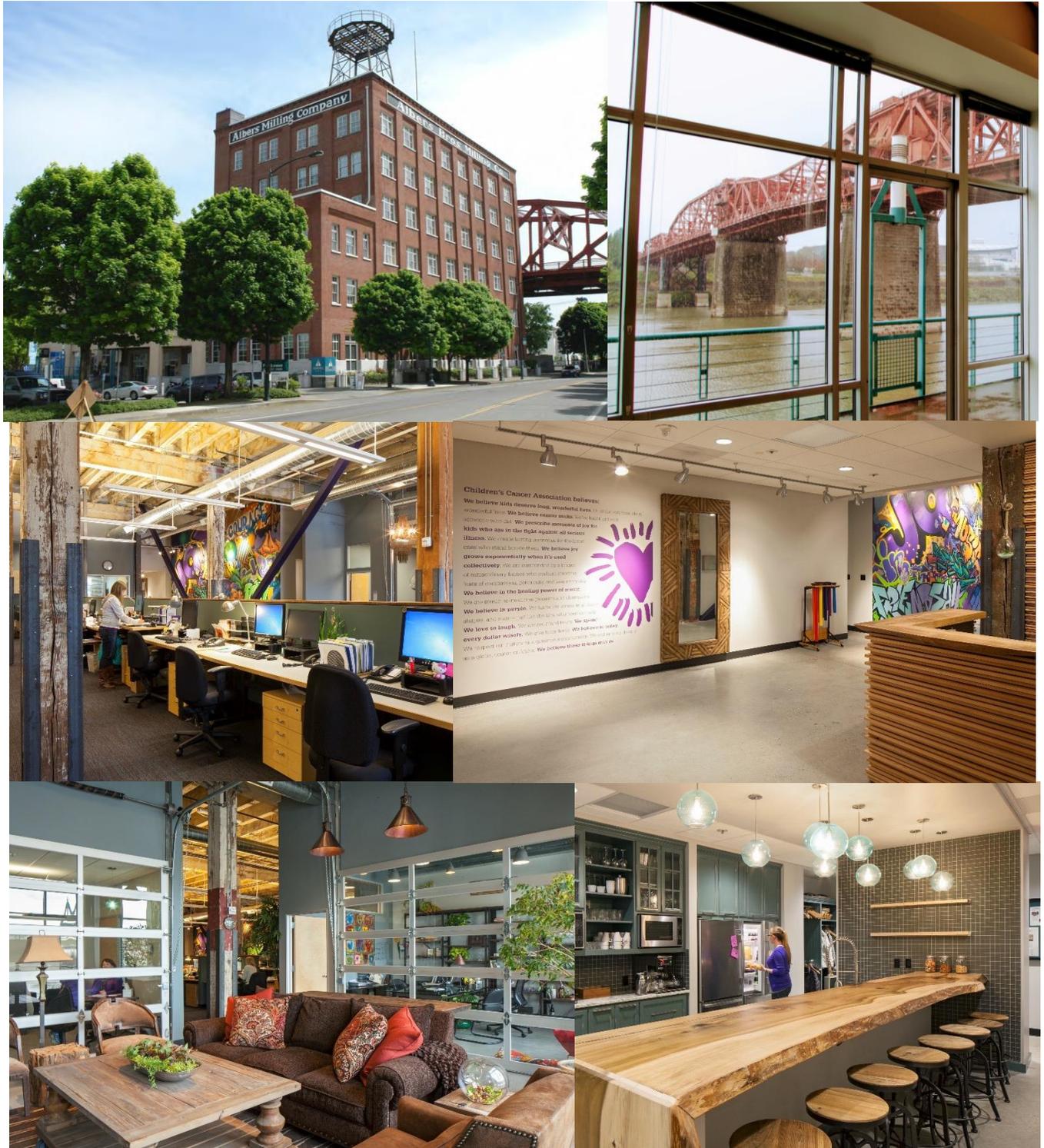
The position is based in Portland, OR. The position will be open until filled. CCA is an Equal Opportunity Employer committed to maintaining a non-discriminatory and dynamic work environment that values diversity and inclusion, respect and integrity, stakeholder focus, and innovation. AA/EOE/VETS/Disabled.

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

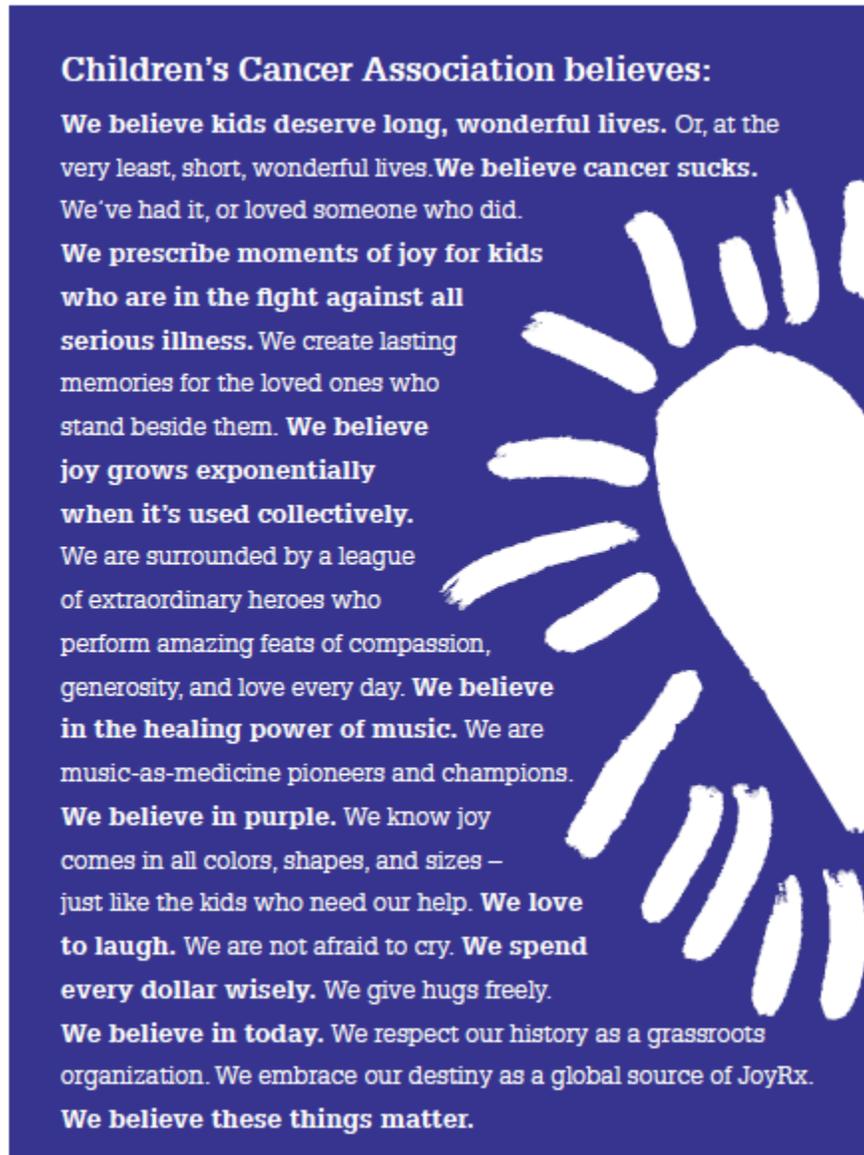
Watch CCA's Founder and Chief Joy Officer, Regina Ellis' TEDx Talk on the [Joy Effect](#)

CCA Headquarters:

We are located in Albers Mill, a historic mill and contemporary office building located on the banks of the Willamette River in NW Portland, Oregon. This site is a national historic designated building with preserved industrial character. Our office is an open, creative space with river views mixed with private offices, conference rooms, kitchenette, and work areas. Amenities include subsidized parking, bike storage, on-site shower facilities, common area deck overlooking the Willamette River, easy access to NW Pearl District, waterfront jogging and bike trail, and TriMet transportation steps away.



CCA's 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.

About Portland, OR:

Portland is Oregon's largest city, with a metropolitan area of 2.4 million people. Located at the confluence of the Columbia and Willamette rivers, Portland is known for its walkable neighborhoods, extensive parks, Mount Hood views, progressive politics, thriving arts and cultural scene, and abundance of food carts, microbreweries, and coffeehouses. Among the many natural assets surrounding Portland, the Columbia River Gorge Scenic Area is a 45-minute drive to the east and the Pacific Ocean is just 70 miles to the west.