

CANCER FUND

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MARKETING DIRECTOR: ROLE DESCRIPTION

(part-time position with equity only-based compensation)

TO APPLY: [CLICK HERE](#) and tell us more about you.

About CANCER FUND - CANCER FUND is a venture capital firm and a community of impact investors supporting the advancement of cancer innovations. Learn more at <http://www.cancerfund.com/>.

Our mission is to support the development and commercialization of promising cancer therapies, diagnostics, preventions, and other innovations with the potential to improve outcomes, increase access to care, and reduce the cost for cancer patients, survivors, and at-risk populations.

To support our mission, we aim to make investing in cancer innovation faster, easier, and more accessible to investors at every level. Community development and engagement drive the investments we make, and we are seeking an experienced marketing professional to help manage and implement our existing marketing efforts and to create new initiatives to further our goals.

About YOU

YOU ARE LOOKING TO HAVE AN IMPACT. You want to join us in investing your time and capital to fund cancer innovations and to help grow and support the CANCER FUND community and our portfolio. Your schedule is flexible, and you are motivated by compensation that is entirely equity-based with performance-based carried interest (traditional salary, benefits, etc., are not included in any role, including our founders).

YOU ARE PART OF OUR COMMUNITY OR WANT TO BE - We are a growing community of impact investors advancing promising cancer innovations. We're seeking people like us - PARTNERS (not employees) - equally committed to generating impact and a positive return on our investments. If you're not willing to invest along with us, this won't be a fit.

YOU ARE AN EXPERIENCED MARKETING PROFESSIONAL OR GROWTH HACKER. You have deep expertise in the realms of marketing and/ or growth hacking, bringing with you a proven track record of spearheading successful campaigns, driving customer acquisition and optimizing conversion funnels. Your insights into

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digital trends and analytical prowess enable you to conceive and implement innovative strategies that enhance brand visibility, engagement, and conversion. With your hands-on experience in various tools and platforms, you're poised to play a pivotal role in expanding CANCER FUND's reach, community, and influence in the investment ecosystem. You understand the nuances of building and nurturing communities and have the agility to iterate, test, and scale growth initiatives tailored to our unique mission and goals.

About our Marketing Director Role - The Marketing Director for the CANCER FUND will lead and oversee the implementation of the Fund's marketing and advertising initiatives, with a primary focus on building our community and engaging our members by educating them on the importance and opportunities to support cancer innovation with CANCER FUND. This involves driving awareness of our brand and mission, engaging various stakeholder groups, and nurturing community leads into investors. The successful candidate will have proven leadership abilities, the capacity to craft a compelling brand narrative, and the drive to bring that to life with our community. The role requires an average commitment of 12-16 hours per week, working remotely.

KEY RESPONSIBILITIES

1. Strategic Planning: Develop, implement, and manage innovative marketing strategies that align with our organization's mission and objectives.
2. Brand Management: Build and manage the CANCER FUND brand, ensuring a consistent message across all marketing initiatives and communication channels.
3. Community Engagement and Fundraising Support: Develop and implement strategies to attract and retain investors. Collaborate with founders and investment cycle teams to support goal achievement through effective marketing materials and campaigns. Develop targeted marketing campaigns and marketing automation to build community engagement and alignment.
4. Email Marketing: Design and manage comprehensive email marketing campaigns. This involves segmenting audiences, crafting compelling content, A/B testing for optimization, and analyzing metrics for continual improvement.
5. Social Media Strategy and Management: Devise a cohesive social media strategy that aligns with CANCER FUND's objectives, leveraging each platform's strengths.

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Facebook:

- Content Creation & Curation: Develop and schedule engaging content tailored to Facebook's user base, leveraging visual storytelling, posts, and videos.
- Ads & Promotions: Design, implement, and monitor Facebook ad campaigns, ensuring they target the right demographics and maximizing reach and engagement.
- Community Engagement: Foster a dynamic community by promptly responding to comments, feedback, and messages and curating community-focused events or discussions.
- Analytics: Utilize Facebook Insights and Google Analytics to derive actionable insights and understand content performance, audience growth, and engagement trends. Evaluate and summarize the success of campaigns to optimize results.

LinkedIn:

- Professional Outreach: Capitalize on LinkedIn's professional network to foster connections, partnerships, and collaborations.
- Content Strategy: Create thought-leadership content, articles, and posts that resonate with industry professionals and stakeholders.
- LinkedIn Ads: Develop and oversee targeted ad campaigns tailored to specific industries, roles, or interests, ensuring maximum visibility and engagement.
- Engagement: Engage with comments, shares, and direct messages, ensuring that CANCER FUND's professional reputation and presence are consistently maintained.
- Analytics: Harness LinkedIn Analytics to evaluate post performance, audience demographics, and engagement metrics, refining the strategy accordingly.
- Display Advertising: Create visually compelling display ads tailored to target audiences across various online platforms. Monitor ad performance, click-through rates, and conversions to maximize campaign efficiency and ROI.

6. Website and SEO/SEM

- Website Content Creation and Management: Maintain and create website content and pages in WordPress to support community development and investor activity.
- SEO/SEM: Steers the strategic direction and execution of SEO initiatives to improve organic search visibility, drive more targeted traffic, and

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ensure optimal website performance. Oversee SEM campaigns, focusing on keyword research, ad creation, and performance analytics to maximize ROI.

7. Public Relations and Communication: Lead all communication initiatives, including press releases, public announcements, media relations, and crisis management.
8. Performance Metrics and Analysis: Monitor and report on the effectiveness of marketing communications. Use insights to guide future marketing strategies and improve ROI.
9. Leadership and Collaboration: Own and guide marketing efforts for the company, working with founders, venture partners, and others. Collaborate with team members to ensure strategic alignment and effective marketing support for key initiatives.

About Your Skills and Experience.

- **Passion for Impact and Healthcare:** Share our passion for making a difference in the lives of those affected by cancer through innovation.
- **Teamwork and Independence:** Demonstrate a significant level of maturity and the ability to work collaboratively and independently, interfacing with various stakeholders such as investors and executives.
- **Organizational Skills:** Be highly organized and able to take initiative and work with limited supervision.
- **Analytical and Process Management:** Possess excellent analytical skills, attention to detail, and effective process management abilities.
- **Marketing Experience:** Have deep experience in online marketing and customer acquisition, with a minimum of 8 years of progressive marketing experience, including at least 5 years in a leadership role.
- **Technical Skills:** Familiarity with or a desire to build skills in marketing automation, website design, WordPress, and CRM systems.
- **Communication Skills:** Exceptional communication and interpersonal skills, with a proven track record of team collaboration.
- **Project Management:** Proven ability to manage multiple projects, prioritize tasks, and meet deadlines.

About COMPENSATION - As with most venture capital firms and funds, CANCER FUND team member compensation is tied to the performance of our investment

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portfolio and subject to vesting tied to value creation and liquidity milestones. Compensation and carried interest participation are entirely equity-based; traditional salary, benefits, etc., are not included in any role, including our founders.

About our SELECTION PROCESS - Joining the CANCER FUND team will likely differ from other interview processes you've experienced. While we look at what you've done in the past, we're more interested in how involved you are as a member of our community of impact investors. So, if you fit the Skills, Qualifications, and Compensation requirements below, then the remaining steps in our process looks like this:

Step 1: Apply - Tell us more about you [here](#). Resumes aren't required, but if you'd like to share yours, you can do it there.

Step 2: Experience CANCER FUND - Get a feel for what it's like to be part of our community and team by [joining](#) our (virtual) Screening Committee and screening at least one opportunity. We're different, and you may not like what we do, how we do it, or why. Or, you might see a better way to do it. This is the fastest way for each of us to figure that out.

Step 3: Get Involved - CANCER FUND is a community of impact investors. To be part of our team, be part of our community. Participate in our Screening Committee, support opportunities you find interesting or impactful, and refer opportunities you're investing in that we should consider at www.cancerfund.com/capital. If you know others you feel should be part of our community, invite them to join our Screening Committee at www.cancerfund.com/screening-committee.

Step 4: Stay Involved - Our ideal candidates aren't hired; they emerge from our community. Your actions speak volumes and tell who is active in our community and who is suited to be on our team or not. Candidates that are active in our Screening Committee, help grow our community, and invest with us capture our attention.

Step 5: Intrigue Us. Our Marketing Director will assume leadership of our branding and community development efforts, which are the lifeblood of our business. After you've done steps 1-4 above and understand how we operate, email us [HERE](#) and tell us what makes you special and what you'd do differently. You won't hurt our feelings and will have a chance to show us you have the passion and skills to succeed here.