

CANCER FUND

IMPACT INVESTMENTS™

MARKETING DIRECTOR

(Part-time, Equity-based Compensation)

TO APPLY

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

ABOUT CANCER FUND

CANCER FUND (CF) is a community of impact investors dedicated to advancing cancer innovations through our investments. Our mission is to support the development and commercialization of promising cancer therapies, diagnostics, preventions, and other innovations to improve outcomes, increase access to care, and reduce costs for cancer patients worldwide. Learn more at www.cancerfund.com.

ABOUT THE ROLE

As CANCER FUND's Marketing Director, you will lead the charge in crafting and executing investor acquisition and community development strategies to grow and increase engagement with our investor community. This role is ideal for a flexible, equity-motivated individual eager to invest time and expertise to support the advancement of cancer innovations.

KEY RESPONSIBILITIES

1. Strategic Planning: Architect and execute forward-thinking marketing strategies that resonate with our audience, mission and organizational objectives.
2. Brand Management: Cultivate and maintain the CANCER FUND brand, ensuring cohesive messaging across all channels.
3. Community Engagement: Drive strategies to attract and retain investors, supporting fundraising efforts through effective marketing materials and campaigns.
4. Digital Marketing Excellence: Lead in email marketing, social media strategy, website content management, SEO/SEM, and display advertising to amplify our brand and mission.
5. Public Relations: Oversee communication strategies, including press releases, media relations, and crisis management.

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6. Analytics: Utilize data to inform and adjust marketing strategies for optimized performance and ROI.
7. Leadership: Collaborate with the CANCER FUND team to ensure strategic alignment and support key initiatives.

ABOUT YOU

- Impact-driven: Eager to make a significant difference in the cancer innovation space.
- Experienced Marketer: With at least 8 years in marketing, including 5 in a leadership role, proficient in digital marketing and community building.
- Analytical Thinker: Exceptional analytical skills with a knack for process management.
- Independent and Collaborative: Capable of working independently and as part of a team, managing multiple projects efficiently.
- Hands-on orientation: Comfortable with strategy development and rolling up your sleeves to execute
- Self-Starting: Able to work with minimal hand holding and to develop and build internal alignment to support innovative initiatives.

COMPENSATION

This is an equity-only based role, with compensation tied to the performance of our investment portfolio, including performance-based carried interest.

SELECTION PROCESS

Our selection process is community-oriented, focusing on your involvement with our impact investor community and your alignment with our mission. Steps include applying online, experiencing CANCER FUND's approach, getting involved in our Screening Committee, staying active within our community, and ultimately sharing how you can contribute uniquely to our mission.

TO APPLY

[CLICK HERE](#) to tell us more about yourself and your vision for contributing to CANCER FUND.