



SHARSHERET®

TITLE: Marketing Strategy Manager

REPORTS TO: Director of Marketing and Communications

POSITION DESCRIPTION: Sharsheret, the only national organization dedicated to addressing the unique needs of Jewish women and families, of all backgrounds, facing breast cancer and ovarian cancer, seeks a full-time Marketing Strategy Manager to identify and implement effective marketing solutions to expand Sharsheret's reach and enhance brand image. The successful candidate will have a clear understanding of the Jewish and/or health care landscape.

This is a hybrid position working two days in the NJ office and two days remotely.

RESPONSIBILITIES:

- Identify strategic marketing priorities for Sharsheret
- Develop and implement annual marketing plans to address marketing priorities
- Produce valuable content for Sharsheret's online platforms and print resources
- Create and oversee the promotion of educational marketing campaigns
- Work with all Sharsheret teams (clinical, outreach, fundraising, and marketing) to generate new materials as needed

QUALIFICATIONS:

- 5+ years' experience in marketing
- Knowledge of current marketing trends and strategies
- Strong written and oral communication skills
- Knowledge of web analytics (e.g. Google Analytics, WebTrends etc.) and Google Adwords
- Passion for issues related to breast cancer, ovarian cancer, women's health, and the Jewish community
- Ability to manage multiple tasks in fast-paced environment
- Excellent oral and written communication skills
- Marketing or Communications degree a plus

TO APPLY:

Send resume and cover letter to resumes@sharsheret.org. No telephone calls please. Extensive benefits package and salary (\$65,000 - \$80,000) commensurate with experience.

The Jewish Breast & Ovarian Cancer Community

866.474.2774 | www.sharsheret.org | info@sharsheret.org

Regional Offices: California • Florida • Illinois • New Jersey • New York