

Marketing & Communications Manager

Cancer Pathways | Seattle, WA (Hybrid)

Cancer changes lives overnight. Cancer Pathways makes sure no one has to navigate it alone.

We provide free support, education, and community for anyone impacted by cancer, including patients, survivors, caregivers, families, children, and teens. And we have a lot more people to reach.

That's where you come in.

We're looking for a creative, energetic Marketing & Communications Manager who can help more people discover Cancer Pathways, connect with our mission, use our services, and want to support our work.

This is not a job where you develop a marketing strategy and hand it to someone else to execute. You *are* the someone else.

You'll dream up the idea, write the copy, create the post, update the website, build the email, cover the event, make the flyer, watch what works, and make the next one better.

If you're creative, scrappy, curious, digitally savvy, and get a slightly unreasonable amount of satisfaction from making great things happen with very little money, keep reading.

What You'll Own

Make Our Social Media Worth Following

We don't want to post just because the content calendar says it's Tuesday.

- Develop and execute our social media strategy and create fresh content that brings our mission, programs, people, events, and impact to life
- Stay on top of trends, platforms, formats, and emerging opportunities and find smart ways to make them our own
- Grow engagement, followers, reach, and ultimately action, including donations
- Capture photos, video, interviews, and behind-the-scenes content at programs and events
- Test creative campaigns on a very nonprofit-sized budget, track what works, and keep getting better

We want someone who sees a trend and immediately thinks, "What could Cancer Pathways do with that?"

Own Our Newsletter, Website & Digital Presence

Our digital channels should feel current, useful, human, and unmistakably Cancer Pathways.

- Write, build, and distribute our monthly newsletter and additional email campaigns
- Tell stories that connect people to our mission while promoting programs, events, volunteer opportunities, and fundraising
- Own day-to-day website content and updates, keeping information fresh, easy to navigate, and on brand
- Use analytics across email, web, and social to understand what's working and improve what isn't

Strong writing matters. So does knowing when something needs 500 words and when it needs five.

Create Marketing That Gets Used

Some days you'll create an awareness or fundraising campaign. Other days someone will need a program overview for a hospital meeting by tomorrow. Welcome to nonprofit marketing.

- Create program overviews, one-pagers, presentations, flyers, event materials, digital assets, and other marketing collateral
- Support Development with materials for donors, grants, sponsors, and fundraising campaigns
- Create materials for hospitals, physicians, schools, community partners, and other referral sources

- Develop simple, creative campaigns that generate awareness, engagement, and donations
- Tell our impact through great writing, stories, testimonials, photos, video, and data

If it helps someone discover us, understand us, support us, or refer someone to us, you'll probably have a hand in it.

Evolve Our Brand & Tell Our Story

Cancer Pathways is growing and evolving, and how we show up and tell our story should too.

- Help evolve our voice, storytelling, and overall brand presence
- Bring greater consistency across our website, social media, email, presentations, and printed materials
- Help our communications feel current, compelling, and connected across every touchpoint
- Work with staff to uncover the stories happening across Cancer Pathways and tell them thoughtfully and respectfully
- Work with outside creative or technical partners when needed

We want Cancer Pathways to look, sound, and feel hopeful, human, modern, credible, and unmistakably us.

Who You Are

You're probably earlier in your career, but you're not waiting around for someone to tell you what to do.

You have ideas. Lots of them. You follow brands and creators because you genuinely care about what they're doing. You notice when a social post is great and when something feels dated. You're curious about new platforms, technology, and AI and how they can help you create better work.

Most importantly, you can take an idea from “What if we tried this?” to “It's live.”

You're also comfortable with the reality of a small nonprofit. There isn't a giant agency budget or a production team waiting in the wings.

Sometimes the answer is Canva, an iPhone, a great idea, and you.

And that excites you more than it scares you.

What You Bring

- 3–4 years of experience in marketing, communications, social media, content creation, or a related role
- Strong understanding of social media, trends, content formats, and engagement strategies
- Excellent writing, editing, and storytelling skills
- Experience creating digital and print marketing materials
- Comfort with website CMS and email marketing platforms
- Basic design skills using tools such as Canva or Adobe products
- Ability to capture strong photo and video content
- Comfort using analytics to improve performance
- Curiosity about AI and emerging marketing tools
- Strong organizational skills and the ability to juggle multiple priorities without needing someone to manage every step
- Bachelor's degree in marketing, communications, journalism, or a related field

Relevant experience, a strong portfolio, and proof that you know how to make things happen matter. Nonprofit or healthcare experience is helpful, but not required.

This Role Is For You If...

You're a self-starter. Really. You bring energy and ideas. You're creative, but you also get things done. You can make a small budget work very hard. You'd rather test a smart idea than talk about it for three months. And you're comfortable switching from strategy to execution, sometimes within the same hour.

If you need a large team, a large budget, and a perfectly defined playbook, this probably isn't the job for you.

If you want room to create, experiment, build, and make your mark, we should talk.

Location & Work Structure

This position is based in Seattle and follows a hybrid schedule. Regular in-person work is required, along with attendance at Cancer Pathways programs, fundraising events, and community events. Some evening and weekend availability will be required for event coverage.

How to Apply

Please submit your resume and a brief cover letter to info@cancerpathways.org.

And show us your work.

Send us a few examples of social content, campaigns, writing, design, websites, or other marketing work you're proud of. We care less about whether it had a giant budget and more about what you did, why you did it, and whether it worked.

Bonus points if you tell us about something clever you pulled off with almost no budget.

We have an important story to tell. We're looking for someone who can help more people hear it.