



Center for Advancement in Cancer Education

**JOB DESCRIPTION**  
**MEDIA/COMMUNICATIONS COORDINATOR**

**SCOPE**

This position is responsible for utilizing the key social media tools which help build brand awareness, encourage donations and promote engagement with the general public.

**RESPONSIBILITIES**

- Maintain website by making updates, changes, and correction as requested.
- Create and distribute monthly e-newsletter utilizing MailChimp services.
- Maintain Facebook, Twitter, Pinterest, Instagram and other similar community sites, posting on relevant blogs, engaging in dialogues and answering questions where appropriate.
- Utilize word of mouth marketing, Internet marketing, and Internet marketing techniques to increase traffic, brand awareness, and requests for information.
- Leverage social networks to strengthen relationships with existing clients, volunteers, donors and others.
- Utilize Blogging, social networking, and backlink building to raise our web presence and placement on web searches.
- Other Marketing/Social media/communications activities as assigned by Associate Director.

**Position Reports to:** Associate Director