



Job Announcement: CancerChoices Outreach Lead

Fully Remote, Part-time

Background

CancerChoices is a balanced, actionable resource for people with cancer who want to be proactive in their cancer care. Using an integrative approach, CancerChoices offers insights and resources on healing with conventional (such as chemotherapy), complementary (mind-body approaches, supplements and more) and self care (lifestyle approaches).

Its database of complementary therapy reviews, and handbooks on managing side effects, the 7 Healing Practices, body terrain factors, how to integrate your choices and more are both actionable and thoroughly researched, with all sources cited. As a program of the nonprofit organization Commonweal, CancerChoices is an independent voice, promoting informed choice in cancer care.

CancerChoices is founded and led by Michael Lerner, Commonweal founder and President, and author of *Choices in Healing: Integrating the Best of Conventional and Complementary Approaches*, MIT Press. Michael, who also co-founded and led the Commonweal Cancer Help Program, a 7-day residential retreat for people with cancer, has walked with people who have lived with this diagnosis for over 35 years. Healing and support are central to the site, with Michael guiding people through their choices.

CancerChoices is the reimagination and recreation of Beyond Conventional Cancer Therapies, or <https://bcct.ngo>. BCCT has a small, active Facebook and Twitter account and newsletter which will be transferred over to CancerChoices once the new site is launched in mid-2022.

Position Description

CancerChoices is seeking to hire a collaborative team player to take the lead on expanding the reach of our soon-to-be-launched website through social media, email,



webinar coordination and other outreach efforts. The Outreach Lead will be a core member of a small, dedicated team. This is a fully remote, 20-hour per week position, and may require occasional evening calls. With the right candidate, there is potential to expand the role and hours.

Responsibilities:

- Manage CancerChoices social media on Facebook and Twitter
 - Drive strategy to increase engagement and followers on social media.
 - Create content for social media in collaboration with CancerChoices subject matter experts, including tweets, posts & videos.
 - Source or create visuals for social media posts in Canva or on other platforms.
 - Monitor, listen, and engage with the CancerChoices community across social channels while liaising with subject matter experts.
 - Prepare social media metrics reports.
- Develop and distribute a monthly newsletter and expand its distribution.
- Coordinate, advertise, and host CancerChoices webinars and other online events.
- Coordinate interviews, presentations and outreach with partner cancer organizations to promote better sharing of integrative cancer resources.
- Coordinate outreach to online and print media organizations.
- Edit videos, source images, and assist in publishing new content on the CC website.
- Support SEO efforts as time allows.

Potential to expand the role and hours to managing an online community.

Qualifications and Experience:

- B.A. degree preferably in a relevant field such as marketing, communications, or in nonprofit management, or commensurate years of experience.
- Team-player, good communicator.
- Proven track record of managing social media platforms.
- Experience using Canva or a similar program to create graphics for social media.



- A compelling writer, effective copywriter with an understanding of organizational voice.
- Detail-oriented and can work autonomously.
- Strong communication and organizational skills.
- Strong computer application skills including online meeting tools (Zoom, etc.)
- Access to a personal computer, cell phone, and high-speed internet.
- Knowledge of integrative cancer care is strongly preferred.
- At least 3 years of related marketing and communications work for a nonprofit, educational program, or website preferred.
- Fluidity with multimedia preferred.
- Understanding of Google Analytics and SEO is preferred.

If Interested

Please send your resume and cover letter to Miki@cancerchoices.org