

**Marketing and Development Coordinator**  
**Bladder Cancer Advocacy Network**  
**www.bcan.org**

Exciting opportunity to join a young national cancer advocacy organization to manage our website content, development database, and communication processing. One to three years previous nonprofit marketing or development experience preferred.

Bladder Cancer Advocacy Network – BCAN (pronounced “beacon”) – is the first national advocacy organization dedicated to improving public awareness of bladder cancer and increasing research directed towards the diagnosis, treatment and cure of the disease. Founded in May 2005, BCAN is a cooperative effort among bladder cancer survivors, their families and caregivers, and the medical community. You would join a committed team of volunteers and two other paid staff members. BCAN’s offices are located in Bethesda, Maryland, within the Washington, DC metropolitan area and in walking distance of the Bethesda metro station.

This position will be primarily responsible for updating our website, maintaining our donor database, as well as generating bulk mailings, email blasts, and donor acknowledgments.

**Essential Duties:**

**e-Marketing**

- Use WordPress to keep website up-to-date, publishing quarterly newsletter, upcoming events, etc.
- Export mailing list, newsletter list, and handbook downloader list for input into fundraising software.
- Send newsletter e-mail blasts using MailBuilder.
- Suggest additional e-marketing opportunities and projects.
- Help track and analyze e-marketing data

**Database Management**

- Analyze and improve the functionality of current donor and mailing list data in fundraising software, expanding the use of data coding, producing mailings and reports.
- Research and recommend alternatives to current fundraising database and design.
- Manage conversion process from old fundraising software to new fundraising software.
- Assist with funding prospect research.
- Ensure data entry integrity

**Mail Merge**

- Using Microsoft Word and GiftWorks (or other fundraising software), produce mail merges for communications with donors. Help create and manage mail merge or other automated system for producing educational information letters and mailing labels.

**Writing and Editing**

- Create content for website, newsletter and marketing materials, in collaboration with other BCAN staff.
- Draft and edit public relations materials and assist with media relations for events, projects, and initiatives.

## **Events**

- Manage conference and event registration data.
- Work closely with BCAN staff and volunteers to manage and execute fundraising events, patient forums, research conferences.

## **Other projects and tasks as assigned**

### **REQUIREMENTS:**

- Bachelor's degree
- 1-3 years of experience in development, communications, journalism, non-profit or related field
- Experience working with a fundraising database and knowledge of producing donor reports required
- Experience using Microsoft Word or fundraising database to create "mail merge" letters
- Experience maximizing database functionality and coding and ensuring data integrity preferred
- Experience with WordPress or other user-friendly web back end or blogging software preferred
- Basic knowledge of graphic design
- Excellent written and verbal communication skills
- Must be a self-starter, able to work independently with strong organizational skills and great attention to detail
- Ability to handle multiple assignments and meet deadlines
- Creative problem-solving skills
- Team player
- Flexibility to handle the change inherent in a rapidly growing organization

Starting salary competitive and includes benefits package

**To apply**, please submit a resume and cover letter that details your relevant experience and skills.

Please e-mail applications to:

[jobs@bcan.org](mailto:jobs@bcan.org)

or mail to

Claire Saxton, Executive Director  
Bladder Cancer Advocacy Network  
4813 St. Elmo Avenue  
Bethesda, MD 20814

**No phone calls please**