



Camp Quality USA

Manager of Marketing

Full-Time | Remote | Exempt

About Camp Quality USA

Camp Quality USA is a nonprofit organization dedicated to bringing positivity, fun, and laughter to children facing cancer and their families. Through residential camps, year-round programs, and community events, we create supportive environments where children can experience the joy of childhood while building resilience and lasting friendships.

We believe every child deserves the chance to laugh, play, and simply be a kid regardless of their diagnosis. Our mission is powered by compassionate staff, dedicated volunteers, and strategic partnerships that make transformative experiences possible for families navigating the challenges of childhood cancer.

The Opportunity

We are seeking a strategic, creative, and mission-driven **Manager of Marketing** to lead our brand, communications, and digital marketing initiatives. This is an exceptional opportunity to shape how thousands of families discover and connect with Camp Quality USA while supporting critical fundraising efforts that sustain our programs.

As Manager of Marketing, you will be responsible for developing and executing comprehensive marketing strategies that elevate our organizational visibility, strengthen our brand identity, engage diverse audiences, and support revenue generation. You will work closely with our Executive Officer of Development and cross-functional teams to ensure consistent, compelling messaging across all channels while driving measurable impact through data-driven marketing excellence.

What You Will Do

Brand Leadership & Strategy

- Develop and maintain comprehensive brand guidelines that ensure consistency across all touchpoints
- Lead organizational brand positioning within the nonprofit sector
- Conduct regular brand audits and drive continuous improvement

Integrated Communications

- Create and execute annual communications strategy coordinating campaigns, events, and awareness initiatives

- Craft compelling organizational narratives and impact stories that resonate with diverse audiences
- Lead crisis communications planning and serve as communications liaison

Digital Marketing Excellence

- Develop and execute social media strategy across Facebook, Instagram, LinkedIn, TikTok, and emerging platforms
- Implement email marketing campaigns with segmentation, automation, and A/B testing
- Manage website strategy, SEO optimization, and conversion pathways
- Plan and execute digital advertising campaigns including paid social and Google Ad Grants

Content Creation & Storytelling

- Create compelling content across formats: articles, videos, infographics, case studies, and annual reports
- Gather and craft authentic impact stories from families, children, volunteers, and staff
- Coordinate photography, videography, and manage digital asset library

Analytics & Optimization

- Track and analyze marketing performance metrics and generate reports for leadership
- Use data insights to optimize campaigns and improve marketing effectiveness
- Conduct A/B testing and benchmark performance against industry standards

Who You Are

Required Qualifications

- **Education:** Bachelor's degree in marketing, communications, public relations, journalism, or related field (or equivalent experience)
- **Experience:** 5-7 years of progressive marketing experience with demonstrated success in brand management and integrated communications, including at least 3 years in nonprofit or mission-driven organizations
- **Digital Expertise:** Proven track record with social media marketing, email campaigns, SEO, paid digital advertising, and website management
- **Creative Portfolio:** Strong portfolio demonstrating content creation, storytelling, and successful marketing campaigns
- **Technical Skills:** Expert-level proficiency with digital marketing tools (Adobe Creative Suite, Canva, Hootsuite, Mailchimp, Google Analytics, WordPress, etc.)
- **Communication:** Exceptional written and verbal communication skills with strong storytelling ability
- **Project Management:** Ability to manage multiple campaigns simultaneously with strong organizational skills

Personal Qualities

- Deep commitment to serving children with cancer and their families

- Strategic thinker with creative problem-solving abilities and entrepreneurial mindset
- Demonstrated cultural humility with commitment to centering equity in all aspects of work
- Champions organizational DEI values and ensures diverse representation in campaigns and content
- Collaborative team player with excellent interpersonal skills and emotional intelligence
- Self-motivated, adaptable, and resilient in a fast-paced nonprofit environment

Preferred Qualifications

- Master's degree in marketing, communications, or related field
- Experience working with pediatric healthcare organizations or family support nonprofits
- Background in public relations and media relations
- Professional certifications in digital marketing, Google Analytics, or social media marketing
- Knowledge of graphic design and video editing software
- Multilingual abilities, particularly in languages spoken by communities we serve
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What We Offer

- **Meaningful Work:** Make a direct impact on children and families facing one of life's greatest challenges
- **100% Remote Position:** With core collaboration hours and flexibility for work-life integration
- **Flexible PTO:** Generous paid time off to support your well-being and personal needs
- **Medical Coverage:** Comprehensive health insurance coverage
- **Retirement Benefits:** SIMPLE IRA with employer match to help you plan for your future
- **Creative Freedom:** Lead marketing strategy with autonomy to innovate and experiment
- **Collaborative Culture:** Work with a passionate, mission-driven team committed to excellence and inclusion
- **Competitive Compensation:** Salary range of \$55,000-\$70,000

Location & Work Arrangements

This is a **100% remote position** with occasional travel to organizational events, programs, and team meetings (approximately 10% travel).

Location Requirements: Candidates must be located in the Central or Eastern time zones. Strong preference will be given to candidates residing in Michigan, Ohio, Illinois, Kentucky, Missouri, Arkansas, Texas, or Pennsylvania, with easy access to a major airport to facilitate efficient travel to in-person events.

Core collaboration hours are Monday through Friday during standard business hours, with flexibility for work-life integration. Occasional evening and weekend work may be required for events and campaigns.

How to Apply

To be considered for this exciting opportunity, please submit the following:

- **Resume:** Current resume highlighting your marketing experience and accomplishments

- **Cover Letter:** A compelling letter (1-2 pages) that addresses: Why you want to be the Manager of Marketing for Camp Quality USA, what unique perspective and skills you will bring to this role, and how your values align with our mission
- **Work Samples:** 2-3 examples of your best marketing work. This may include: marketing campaigns (with results/metrics), brand guidelines or style guides you've developed, content you've created (social media campaigns, videos, blog posts, annual reports), website projects, or email marketing campaigns. Please provide work samples as PDFs, links, or portfolio URLs.

Application Deadline: *March 5, 2026*

Submit applications to: *karen.rendell@campqualityusa.org*

Questions? Contact Karen Rndell, karen.rendell@campqualityusa.org

Equal Opportunity Employer

Camp Quality USA is an equal opportunity employer committed to diversity and inclusion. We welcome applications from all qualified candidates regardless of race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, or veteran status.

We are committed to providing reasonable accommodations throughout the application and employment process. If you need assistance or accommodation, please contact karen.rendell@campqualityusa.org.

Join us in bringing positivity, fun, and laughter to children facing cancer!

We look forward to hearing from you!