

Manager, Marketing and Communications

Job Title: Manager, Marketing and Communications
Location: Hybrid – GTA/remote
Status: Permanent, Full-time

About Pancreatic Cancer North America (PCNA)

We've raised enough sympathy. It's time to raise survival rates.

Pancreatic cancer is the third deadliest cancer globally and is projected to become second by 2030. Incidence is expected to rise by 95% by 2050, particularly among those under 55. Despite this trend, the disease remains underfunded, understudied, and overlooked. Pancreatic Cancer North America's evolution from a national charity to a North American leader marks a decisive step forward, escalating pancreatic cancer to the global crisis that it is. PCNA exists to fundamentally change the way patients, caregivers, and communities experience pancreatic cancer. We are uniting science, advocacy, and awareness under one focused mission: to redefine pancreatic cancer from a death sentence to a survivable disease.

The Opportunity

Pancreatic Cancer North America (PCNA) is building the marketing and communications capacity needed to support its long-term mission: transforming pancreatic cancer from a death sentence into a survivable disease. The Manager, Marketing and Communications plays a central role in bringing that mission to life through patient-centered storytelling, impact-driven communications, and integrated and data-driven campaign execution that strengthen awareness, optimize donor journeys, deepen engagement, and support philanthropic growth across Canada and the United States.

Reporting to the Director, Philanthropy and Digital Strategy, this role will shape how PCNA communicates its purpose, values, and impact across audiences. The position works closely with our Mission and Philanthropy teams to ensure that messaging, content, and campaigns are aligned and strengthens PCNA's position as a credible and influential voice in pancreatic cancer awareness and advocacy.

Key Responsibilities

Strategy and Planning

- Work with the Director, Philanthropy & Digital Strategy to translate PCNA's mission, strategic priorities, and audience needs into integrated marketing and communications plans.
- Develop project plans, content calendars, workflows, and timelines that support timely and effective execution.

Pancreatic Cancer North America

www.pancreaticcancernorthamerica.org

Toronto
316-4211 Yonge Street
Toronto, ON M2P 2A9
CRA 84870 1967 RR0001

Toll-Free:
Canada: 1-888-726-2269 | U.S.: 1-844-274-3640

New York
800 Third Avenue FRNT A #1523
New York, NY 10022
Tax ID #84-5185853

- Contribute to annual planning and budgeting by identifying communications needs that advance awareness, engagement, and revenue goals.
- Collaborate across philanthropy, mission, and leadership teams to ensure communications reflect organizational priorities and patient-centered values.

Brand Stewardship and Storytelling

- Steward PCNA's brand voice, key messages, and storytelling standards across all channels.
- Elevate patient, caregiver, community, and program impact stories that bring PCNA's mission to life.
- Ensure consistency of tone, clarity of message, and alignment with PCNA's mission, vision, and values.
- Support leadership communications and presentations with thoughtful, mission-aligned content.
- Develop messaging tools and templates that help staff and partners communicate with confidence and consistency.
- Review and refine materials to ensure quality, accuracy, and alignment with organizational priorities.
- Support media relations and external communications, including drafting materials, identifying opportunities for visibility, and coordinating outreach as needed.

Marketing and Digital Channel Ownership

- **Website and UX Portfolio:** Oversee content updates, landing page creation, and user experience (UX) design to ensure the site is an intuitive, accessible, and high-converting destination for patients, caregivers, and donors.
- **Social Media Strategy and Community Growth:** Own the growth, creative direction, and daily management of PCNA's social media channels (e.g., LinkedIn, Instagram, Facebook). Develop strategies to actively engage our online community, elevate patient voices, and build meaningful digital networks. Oversee editorial calendars and content workflows to ensure timely, coordinated, and audience-centered communications.
- **Search Visibility and SEO:** Lead ongoing search engine optimization (SEO) efforts to improve organic search rankings, ensuring that critical information, resources, and support services are highly discoverable for those who need them most.
- **Paid Digital and Paid Social:** Plan, execute, and manage budgets for paid social media campaigns and digital advertising (including Google Ads/Grants) to amplify campaign reach, drive event registrations, and boost donor acquisition.
- **Technical Vendor Management:** Act as the primary technical liaison for external web developers, designers, freelancers, and agency partners to manage site functionality, handle troubleshooting, and oversee custom digital builds.

Measurement and Analysis

- Track and report on marketing and communications performance metrics, including reach, engagement, traffic, and conversion.

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- Use data and audience insights to refine content, channel strategy, and campaign execution.
- Support reporting and analysis that help inform future planning and continuous improvement
- Contribute to a culture of learning, responsiveness, and evidence-based decision-making.

Qualifications and Experience

- 5–7 years of experience in marketing, communications, or digital roles, ideally in nonprofit, health, advocacy, or mission-driven settings.
- Strong writing, editing, and storytelling skills, with the ability to adapt content for a range of audiences and channels.
- Demonstrated ability to plan and execute integrated campaigns and manage multiple deadlines.
- Experience working with digital channels, content management systems, and analytics tools.
- Comfort collaborating across philanthropy, mission, and leadership teams.
- Experience managing freelancers, vendors, or external creative partners.
- Strong judgment, organizational skills, and ability to translate strategy into execution.
- Commitment to equity, inclusion, and respectful representation of the communities PCNA serves.
- Experience in cancer, health care, or public-awareness communications is an asset.

Compensation and Benefits

At PCNA, we believe that supporting our team is essential to advancing our mission. We are committed to providing a competitive compensation package, meaningful benefits, and a flexible, people-centred work environment.

Salary: \$70,000 - \$75,000 annually

In addition, employees are eligible for a comprehensive benefits package, including:

- HOOPP participation (Healthcare of Ontario Pension Plan)
- Comprehensive health, dental and vision benefits
- Employee Assistance Program and Health Spending Account
- Paid vacation, personal time and year-end holiday closure
- Half-day Fridays before long weekends
- A collaborative, flexible and mission-driven work environment

How to Apply

If you are interested in this opportunity, please submit both a cover letter and resume by Friday July 17, 2026 at 5:00pmEST to:

Anne LeMesurier, Director of Philanthropy and Digital Strategy
careers@pancreaticcancerna.org

Subject: Manager, Marketing and Communications

Applications will be reviewed on a rolling basis. We thank all applicants for their interest; however, only those selected for an interview will be contacted.

Accessibility, Inclusion and Recruitment Practices

PCNA is committed to fostering a diverse, inclusive and accessible workplace where all employees feel valued, respected and empowered to contribute. We welcome applications from individuals of all backgrounds and lived experiences. Accommodations are available throughout the recruitment and selection process and applicants are encouraged to advise us of any accommodation needs.

To support a fair and human-centred hiring process, all applications are reviewed by members of our team. PCNA does not use artificial intelligence to screen, rank or select candidates.