



**Job Title:** Director of Marketing  
**Date:** March 2025  
**Department:** Marketing  
**Reports To:** Associate Vice President of Operations  
**Work Location:** Remote | Colorado Preferred  
**Salary Range:** \$75,000–\$100,000

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Can Do Multiple Sclerosis is the go-to resource for people living with MS to make each day the best it can be. We are a national nonprofit whose mission is to deliver health and wellness education programs and resources that help individuals with MS and their families thrive.

## POSITION SUMMARY

*Is working for a mission-driven organization, helping others, and making a real difference something that truly inspires you? Consider joining the Can Do MS Community!*

To help drive awareness, engagement, and support for our mission, Can Do MS is looking for a dynamic and experienced Director of Marketing to lead our efforts. In this position, you will be responsible for developing and executing an integrated marketing strategy that drives content engagement, program participation, audience growth and donor activation. The director will lead marketing efforts across multiple channels—including digital, social media, content, and traditional advertising—while managing a Marketing Manager, Digital Content Specialist and external agencies.

The Director of Marketing position is a remote, full-time position. Colorado applicants are strongly preferred but we are open to talent from the following states: AZ, OH, NC.

## DUTIES AND RESPONSIBILITIES

- Lead the development and execution of Can Do MS's brand in service of the mission and built on the organization's core values.
- Manage the organization's messaging strategy and visual branding across all internal and external communications.
- Develop and drive comprehensive marketing strategies across all platforms including website, social media, email, SEO, SEM, print, and online advertising. Analyze performance metrics and adjust strategies to maximize reach and engagement.
- Bring an innovative and creative approach to content marketing, considering how best to match messages to writing, visuals, and interactive elements to help Can Do MS reach audiences and stand out among other content competitors.
- Create and implement acquisition and retention strategies to effectively expand, engage and retain our existing customer base.
- Lead, optimize, and leverage current technology stack including Hubspot, Omatic, Blackbaud Raisers Edge, and other engagement platforms to improve user experience.

- Build and maintain relationships with key stakeholders, including vendors, marketing agencies, and community partners, to enhance marketing initiatives, partner collaboration and brand visibility.
- Collaborate with Director of Development to ensure marketing efforts align with donor engagement strategies to maximize donor outreach and retention.
- Collaborate with Director of Programs to ensure marketing efforts align with program goals and objectives.
- Develop and maintain annual marketing budget ensuring efficient allocation of resources and maximizing ROI on marketing initiatives. Work with the Finance team on forecasting adjustments as needed.
- Manage, grow, and develop the marketing team, fostering a culture of creativity, collaboration, and accountability. Provide mentorship and guidance to team members.
- Measure, report, and assess the effectiveness of marketing efforts; clearly present to CEO and board on an as-needed basis.
- Represent Can Do MS at programs, national meetings, trade shows, etc. as necessary – moderate travel required

## WHAT WE'RE LOOKING FOR

- Bachelor's degree in marketing, communications, or related field
- 7+ years of marketing expertise with a record of progressive responsibility and cross-functional team leadership.
- Deep understanding and proven track record of developing brand and content strategy.
- Familiarity with the non-profit and consumer giving landscape. Prior experience working within the non-profit or healthcare/healthcare adjacent sector (optional but highly valuable)
- Excellent communication and relationship-building skills with an ability to prioritize, negotiate, and work with a variety of internal and external stakeholders.
- Strong knowledge of Associated Press (AP) style guidelines
- Experience developing and managing marketing budgets.
- Advanced experience with marketing analytics, marketing technologies, and CRM systems.
- Adaptability to thrive in a dynamic, fast-paced environment, with a willingness to embrace innovation and change.
- Direct experience with Hubspot strongly preferred.

## WORK ENVIRONMENT

The ideal candidate will not only possess the necessary qualifications for this role but also align with our core values:

- **Impactful:** We are passionate about helping individuals and families with MS thrive.
- **Inclusive:** We foster an inclusive culture where each team member is valued.
- **Dynamic:** We are adaptable and flexible and can pivot quickly when priorities shift.

- **Authentic:** We are genuine and transparent in all that we do.

## **BENEFITS**

In addition to the opportunity to work with a dedicated and fun team and have a meaningful impact on the lives of people living with MS, we offer a competitive compensation package, including but not limited to:

- Salary range: \$75,000 to \$100,000 per year
- Comprehensive health and dental insurance
- 403b with employer match
- Bonus plan
- Generous and flexible PTO policy
- 12 paid holidays
- Sick time

## **APPLY**

We are excited to hear from you! To apply, please submit your resume and cover letter addressing the qualifications outlined in the job description to [mtiroff@CanDo-MS.org](mailto:mtiroff@CanDo-MS.org).



Can Do Multiple Sclerosis is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability status.