

Marketing, Communications & Brand Storytelling Manager

Location: Remote (United States)

Employment Type: Full-time, Exempt

Reports To: Executive Director

Travel: 1-3 trips quarterly throughout the United States and Canada

Help Make Camp Experiences Possible for Children with Cancer

Every child with cancer deserves the opportunity to experience joy, belonging, and the healing power of the outdoors. Care Camps Foundation provides funding to pediatric oncology camps across the United States and Canada so children with cancer and their families can attend medically supervised camp programs at no cost to families. Each year, our funding helps make camp experiences possible for more than 47,000 children and family members.

We are seeking a creative and mission-driven Marketing, Communications & Brand Storytelling Manager to increase awareness of Care Camps Foundation and bring our mission to life. Through powerful video, photography, written stories, and digital campaigns, this person will help more people understand the life-changing impact of pediatric oncology camps and inspire donors, partners, and communities to get involved.

Position Summary

Reporting to the Executive Director, the Marketing, Communications & Brand Storytelling Manager will develop and lead the Foundation's marketing and communications efforts while serving as its primary brand storyteller.

This role combines marketing strategy with hands-on content creation, including video production, photography, digital marketing, fundraising campaign support, media outreach, and event marketing. The manager will create meaningful stories featuring camps, children and families, corporate partners, and supporters while ensuring all communications reflect the Foundation's mission, voice, and brand.

The ideal candidate is a creative and organized self-starter who can turn meaningful moments into engaging content that builds awareness, strengthens relationships, and inspires support. This person should be equally comfortable developing a communications plan, interviewing people, producing a video, managing digital content, and supporting a fundraising campaign.

This is a fully remote position for candidates residing in the United States. The role includes occasional travel to pediatric oncology camps, fundraising events, partner meetings, and industry conferences throughout the United States and Canada.

What You'll Do

Storytelling & Content Creation (30%)

- Develop and manage a year-round storytelling, photography, and video content strategy.
- Interview camp leaders, children and families, donors, volunteers, corporate partners, supporters, and event participants.
- Capture photographs and video at pediatric oncology camps, fundraising events, partner activities, and industry events.

- Produce and edit short-form and long-form videos for social media, fundraising campaigns, events, presentations, and partner communications.
- Turn individual stories and event experiences into content for social media, email, blogs, the website, presentations, print materials, and other digital communications.
- Create and maintain an organized library of approved stories, photographs, videos, and testimonials.
- Ensure all stories and images are shared with care, dignity, proper permission, and respect for each child and family.

Digital Marketing (20%)

- Develop digital campaigns that increase awareness of the Foundation and inspire engagement.
- Create and manage a strategic social media and digital content calendar.
- Manage the Foundation's social media platforms.
- Create and coordinate email marketing campaigns and blog content.
- Maintain and elevate the Foundation's website and digital content.
- Support digital advertising initiatives.
- Monitor and report on video views, social media engagement, email growth, website traffic, advertising performance, and campaign results.
- Use performance data to strengthen future content and marketing efforts.

Fundraising Program Support (20%)

Support the marketing, promotion, registration and fundraising management for:

- Compete for Kids
- Glamp for Camps
- Board Match Month
- Young Professionals Board initiatives
- Corporate fundraising campaigns
- Special events

Brand Management & Communications (15%)

- Develop, maintain, and protect the Foundation's brand standards, voice, key messages, and visual identity across all marketing channels.
- Strengthen and elevate the Care Camps Foundation brand within the outdoor industry and beyond.
- Create general digital and print marketing materials that support the Foundation's mission and brand.
- Create communications resources for staff, board members, camps, corporate partners, and supporters.
- Identify media opportunities and develop relationships with industry, nonprofit, and community media contacts to increase awareness of the Foundation's mission.
- Manage outside creative vendors and freelance professionals when needed.

Event Marketing (15%)

- Develop marketing and promotional plans for fundraising events, trade shows, partner activities, and industry conferences.
- Create event-specific promotional materials.
- Coordinate event signage, displays, and other marketing assets.
- Develop event content plans that identify the stories, interviews, photographs, and video needed before, during, and after each event.

- Coordinate with event and corporate partners to increase shared visibility and brand awareness.

What You'll Bring

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field, or equivalent professional experience.
- Four to seven years of professional marketing, communications, or brand storytelling experience.
- Excellent writing, interviewing, and verbal communication skills.
- Strong photography, video production, and video-editing experience, supported by a professional portfolio.
- Experience with social media, digital marketing, email campaigns, and website content.
- Strong organizational and project management skills with the ability to manage multiple priorities.
- Experience using Canva, Microsoft Office, and video-editing software.
- Experience with HubSpot or a similar marketing platform preferred.
- Ability to work independently with a remote team and travel throughout the United States and Canada.
- ***Photography, video production, and video-editing experience strongly preferred.***

Why Join Care Camps Foundation?

This is an opportunity to use your creativity and marketing talents to make camp experiences possible for children with cancer.

You'll collaborate with a passionate remote team, work alongside leaders across the outdoor industry, travel to inspiring events and pediatric oncology camps, and tell stories that help make camp experiences possible for children with cancer. Every project you complete directly supports a mission that brings joy, belonging, and the healing power of the outdoors to thousands of children and families each year.

Benefits

- Remote work environment
- Flexible work schedule
- PTO, federal holidays off
- Health and retirement benefits
- Opportunities for travel and professional development

Compensation

Salary range: \$60,000-\$75,000, commensurate with experience and qualifications. Care Camps Foundation is an Equal Opportunity Employer and is committed to creating an inclusive workplace where all employees are valued and respected.

HOW TO APPLY

To be considered for this position, please **complete our online application form by October 1, 2026**. The application form will ask you to upload a resume and cover letter. You may also include work samples, a portfolio, or other supporting materials.

<https://zfrmz.com/0fqHjxUSrEuFpW1p5QMf>

Care Camps Foundation appreciates your interest in joining our team and helping make meaningful camp experiences possible for children with cancer.