

Marketing & Events Coordinator (contract)

Position Summary

Rethink Breast Cancer is entering a pivotal period of growth and transformation as we prepare for our 25th Anniversary and the launch of our Next Era. As public engagement, brand, and partnerships expand, the organization requires additional marketing and logistics support to help ensure our activities are delivered in the special Rethink way.

The **Marketing & Events Coordinator** is responsible for supporting the marketing team as we bring to life some incredible projects for Rethink's anniversary celebration. The role will support the back-end logistics for our big events and help bring brand and mission activations to life. They will also support content and engagement activities as Rethink connects with a broader audience through the anniversary.

This role works in close collaboration with the Chief Marketing Officer (CMO), the Lead, Brand & Partnerships, the Lead Communications, Content & Community, and the Lead Digital Marketing, Fundraising & Analytics to drive all marketing initiatives forward.

Role Purpose

To help bring Rethink Breast Cancer's fundraising events like Boobyball and branded experiences to life in meaningful ways. Turn ideas into memorable experiences, combining social storytelling with in-person energy, all to help an impact for Rethink.

Key Responsibilities

1. Event Activation

- Support the planning and execution of key fundraising events and experiential activations (like Boobyball and the Rethink House)
- Oversee and organize all Boobyball + House project details, materials, and documentation to ensure seamless planning and execution.
- Assist with Boobyball + House logistics: vendor coordination, gift bag and auction inventory, volunteer scheduling, on-site setup, and partner engagement.
- Help create event marketing materials (flyers, invitations, signage, social assets).
- Capture content at events for live updates and post-event storytelling.

2. Partnership & Brand Support

- Help bring brand activations to life at events.
- Work with sponsors, ambassadors, and community partners on cross-promotional opportunities.
- Ensure brand messaging and tone are consistent across all channels.
- Contribute fresh ideas to enhance event visibility and supporter engagement.

3. Social Media & Content

- Help manage day-to-day posting and engagement across social platforms (Instagram, Facebook, LinkedIn, TikTok, YouTube).
- Post social content aligned with calendar and campaign milestones.
- Help create compelling visuals, captions, and stories that grow reach and engage our audiences.
- Manage and monitor general email inboxes, ensuring timely responses + triaging.
- Monitor analytics and provide basic performance reporting.

Skills & Experience

- 1–3 years' experience in marketing, events, or communications (non-profit or cause-driven brand experience a plus).
- Excellent organizational and multitasking abilities under tight timelines.
- Comfortable working hands-on at events (some evenings/weekends).
- Strong writing, storytelling, and social media management skills.
- Basic design or content creation experience (Canva, Adobe Express etc...).
- Passion for community impact and the breast cancer cause.

Reporting Structure

- Reports to: **Chief Marketing Officer**
- Works in close collaboration with:
 - Lead, Brand & Partnerships
 - Lead, Communications, Content & Community
 - Lead, Digital Marketing, Fundraising & Analytics

Contract Details

- Term: Full Time 6-month fixed contract May 2026 through October 2026
- Compensation: \$25,000 for 6-month term (paid bi-weekly salary)
- Start Date: May 4, 2026