



**Incubation Stage  
Marketing Manager**  
(Part-time, contract position)

To apply please send your resume to [careers@cancerimpactfund.com](mailto:careers@cancerimpactfund.com)

**About the Cancer Impact Fund** - The Cancer Impact Fund (CIF) is the first early stage impact venture capital fund designed to impact cancer by commercializing promising cancer research for preventions, therapies, cures, and enabling technologies. Learn more at [www.CancerImpactFund.com](http://www.CancerImpactFund.com).

**About ITRTV** - CIF is seeking an innovative and passionate incubation stage Marketing Manager with a proven track record to develop the Marketing and Sales team for one of its portfolio companies, "ITRTV". The company is entering the incubation stage with a research and development platform for wearable technologies, sensors and sensor enabled applications for health and wellness. During this stage, efforts will be focused on developing marketing and sales channels, obtaining initial revenues, mentoring junior marketing and sales team members, and developing partnerships.

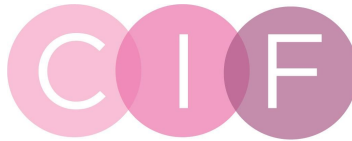
**Roles & Responsibilities** - Successful Marketing Managers may have the opportunity to continue on as the acceleration stage Marketing Manager, or join CIF or one of its other portfolio companies on a part-time or full-time basis. Incubation stage Marketing Managers can expect to work 10-15 hours per week at the CIF offices, remotely, and offsite at events and meetings. Under the direction of the company's CMO, the Marketing Manager's key responsibilities include:

- Define and execute product marketing strategy by creating and executing a business plan for products to achieve revenue goals within allocated budget
- Facilitate the marketing and outreach for ITRTV strategic campaigns
- Lead cross-functional launch teams to successfully introduce new products into the market, developing innovative marketing plans including positioning and messaging, segmentation, pricing, account targeting, promotion, and field and customer education
- Develops product strategies and value propositions that create customer engagement, loyalty and brand equity
- Provide advice and counsel to Executive Management about strategic opportunities to grow brand and financial results
- Coordinate, direct, and manage marketing team, vendors, and projects
- Manage & engage prospective partners and customers
- Evaluate Key Performance Indicators and generate campaign status reports
- Establish relationships with senior level personnel

**About you** - We are seeking an entrepreneurial and hands-on Marketing Manager with strong leadership skills. If you're the ideal candidate, then you're as passionate about our mission as we are, and able to work independently in a fast-paced environment where initiative, creativity, maturity and enthusiasm for learning are highly valued.

**Qualifications**

- Proficiency with standard social media platforms (Facebook, Instagram, Twitter, etc)
- Significant level of maturity and the ability to work as a team and to work independently interfacing with top company executives and senior management.
- Highly organized, with the initiative and ability to work with limited supervision.



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- Excellent analytical skills and attention to detail.
- Effective process management abilities.
- Must have completed a relevant undergraduate or graduate degree in business (Marketing, economics, entrepreneurship, MBA, biomedical engineering, communications, etc.)
- Must successfully pass a background check.
- 3-5 years professional marketing experience preferred.
- Experience marketing and selling technologies, products or solutions for health, healthcare, fitness, wellness, or well being preferred
- Strong written and oral communication skills