

Digital Communications & Marketing Consultant (Part-Time)

Organization: DCIS Understood

Status: Part-time independent contractor

Hours: Approximately 5-10 hours per week

Reports to: Executive Director

Location: Remote, Eastern Standard Time Zone preferred

Compensation: Hourly rate commensurate with experience

About DCIS Understood

DCIS Understood is a national 501(c)(3) nonprofit organization founded in 2024 to help patients navigate a diagnosis of ductal carcinoma in situ (DCIS) and make informed treatment decisions.

Commonly known as “stage 0” breast cancer, DCIS affects approximately 60,000 women in the United States each year. Despite its prevalence, the natural progression of DCIS remains poorly understood, often leaving patients to face life-altering treatment decisions amid substantial scientific uncertainty.

DCIS Understood was created to help close the education gap surrounding DCIS and advance the push for research that can lead to more individualized treatment. Our mission is to increase awareness and understanding of DCIS and to accelerate DCIS research through education, advocacy, and funding.

DCIS Understood is currently led by a full-time volunteer Executive Director, a volunteer Development Director, and a national Board of Directors. Our medical Advisory Council includes leading breast oncologists, surgeons, and researchers who help ensure that our resources reflect the latest science.

Role Summary

We are seeking a part-time consultant to grow our social media presence, lead and improve our e-newsletter and email marketing, and support other digital content needs. This work will help us reach, support, and grow our audience of patients, caregivers, clinicians, and the broader breast health community.

This is a hands-on role for someone who combines strategic thinking with strong day-to-day execution. The ideal candidate can communicate sensitive, nuanced, and evolving health information with clarity, accuracy, and compassion.

As a small, early-stage nonprofit, we operate with limited resources and without dedicated administrative or communications support staff. This person must be resourceful, adaptable, and comfortable taking initiative and working hands-on—from developing strategy to executing the details.

The consultant will work closely with the Executive Director to establish messaging priorities and plan posts and campaigns. At the same time, this person should be able to work independently—reviewing and synthesizing existing content on DCISunderstood.org, identifying content opportunities, and developing original ideas that align with our mission and voice.

This is a part-time contract position, with the potential for increased hours or conversion to a staff position as the organization grows.

Key Responsibilities

Newsletter and Email Marketing

- Manage and improve DCIS Understood’s quarterly e-newsletter in Mailchimp, including its content, design, list growth, and performance.
- Write and design email campaigns for key moments, such as new resource launches and fundraising appeals.
- Maintain and appropriately segment email lists.
- Monitor open rates, click-through rates, and other relevant metrics and use those insights to improve future communications.
- Optimize email sign-ups across our website and other digital platforms.

Social Media Management

- Manage and grow DCIS Understood’s Facebook, Instagram, and LinkedIn audiences.
- Create approximately one core social media post per week, adapting the content and format as appropriate for each platform.
- Maintain a content calendar and write, design, schedule, and publish posts.
- Monitor engagement, respond to comments and messages when appropriate, and flag questions or issues requiring follow-up from the Executive Director.
- Track key performance metrics and use those insights to strengthen content strategy and audience growth.
- Ensure that all content reflects DCIS Understood’s mission, tone, visual identity, and medical accuracy standards, with review by the Executive Director or medical advisors when appropriate.

Website and Broader Digital Content

- Collaborate with the Executive Director to identify new content topics and campaign opportunities.
- Review existing website resources to identify content gaps and develop ideas for repurposing material across digital channels.
- Support occasional website content updates, including writing or editing original posts for the DCIS Understood blog.
- Create on-brand graphics to accompany social media, newsletter, email and website content.

Qualifications

- Experience managing social media, email marketing, and website or blog content for an organization or brand; experience in nonprofit communications, healthcare, or patient advocacy is strongly preferred.
- A demonstrated ability to grow an email and/or social media audience, rather than simply maintain one. Applicants should be prepared to share examples and metrics.
- Experience working in a start-up, early-stage nonprofit, or similarly lean environment, with the resourcefulness to produce high-quality work within a limited budget and without support staff.
- Excellent writing and editing skills, with impeccable attention to detail.
- The ability to communicate sensitive health information with empathy, clarity, and accuracy.
- Proficiency with Mailchimp, Canva, Facebook, Instagram, and LinkedIn. Experience with Wordpress is a plus.
- Graphic design skills and the ability to create polished, on-brand visuals.
- A thoughtful and balanced approach to AI tools: comfortable using them to support research, drafting, or design efficiency without substituting them for original judgment, organizational voice, medical review, or fact-checking.
- Strong organizational and time-management skills.
- Self-directed and able to manage a flexible part-time schedule with minimal oversight.
- An interest in patient advocacy, health education, or breast health is a plus.

To Apply

Please send a résumé and brief cover letter describing your relevant experience to info@dcisunderstood.org with “Digital Communications & Marketing Consultant” in the subject line. Please also include:

- Two or three examples of relevant social media, email, or digital content work.
- Any available examples or metrics demonstrating audience growth or improved engagement.
- Your hourly rate or project-based fee expectations.
- Your general weekly availability.

Applications will be reviewed on a rolling basis. Due to the anticipated volume of applications, we will only be able to respond to candidates selected for an interview. Please be prepared to share professional references during the interview process.