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**Job Title:** Marketing Director  
**Reports To:** Chief Operating Officer  
**Status:** Full-Time  
**Location:** Aliso Viejo, CA  
**Date:** December 2018

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[Global Genes](#) is a 501(c)(3) nonprofit organization working to connect, empower and inspire the rare disease community.

### **MARKETING DIRECTOR**

Reporting to the Chief Operating Officer, the Marketing Director will drive the strategy development and execution for all communications and public relations – online and offline. S/he will develop and oversee implementation of organization-wide global marketing and communications plans to engage a growing global community of rare disease patients and advocates, achieve program and event goals, support fundraising and increase visibility. As a member of the Leadership Team, the Marketing Director will provide strategic thought and marketing leadership to a cross-functional team and manage the day-to-day execution of direct reports on the marketing team.

#### **Marketing Leadership**

- As part of Global Genes' Leadership Team, support decision-making, strategic analysis, planning and budgeting for the organization.
- Foster a culture of change and innovation in a collaborative style – to build consensus and influence support for Global Genes initiatives throughout the organization and the broader community.
- Lead the Marketing Team and be a communications liaison with all Global Genes teams overseeing the development and implementation of marketing and communications.
- In collaboration with Leadership, recruit, hire and oversee training and orientation of Marketing Team staff and third party consultants.

#### **Marketing Strategy and Implementation**

- Lead a cross-functional team to develop and execute strategic marketing plans, communications strategies and calendars in alignment with organizational plans and priorities.
- As the lead brand manager, ensure consistency, quality and alignment of Global Genes communications and marketing in all areas of operations – programs, campaigns, alliances, fundraising and events – shaping the voice and style of the organization and developing messaging to drive engagement.
- Manage the development and distribution of engaging and accurate Global Genes content and key messages across print and digital outlets including web, social media, email and print.
- Distill and deliver complex information on rare disease programs, healthcare industry news and policy issues to engage globally diverse audiences.
- In collaboration with cross-functional teams, drive the content development, review and production of all Global Genes collateral - including tools, materials, presentations, videos and assets needed to engage global supporters.

- Oversee the public relations and media relations efforts of the organization including the development of stories, media pitches and press releases to increase local, regional and global reach of the organization.
- Develop marketing metrics to measure success. Track analytics and provide regular updates on the progress of global communications strategies and KPIs.
- Acting as editor in chief, assume responsibility of all content editing as well as create and ensure an effective, cross-functional team review process.

#### **Requirements**

- Bachelor's degree required, Communications, Marketing, Public Affairs emphasis; Master's degree preferred
- 10 years marketing experience with a focus in a mission-driven nonprofit setting, life-sciences or healthcare marketing experience preferred
- Proven track record of success in senior marketing leadership roles – a confident, driven and dynamic leader
- Exceptional writing, editing and presentation skills
- Entrepreneurial mindset with a proactive approach to advancing original branding opportunities
- Budget development and management experience with previous success leading cross-functional teams
- Skilled project manager, set priorities and allocate resources effectively to focus on timely tasks
- Strong data analysis orientation, using metrics to drive marketing decisions and strategic objectives
- Experience marketing special events and purpose-driven program and campaign launches
- Proven digital expertise including web, social media, CRM platforms, email marketing and CMS systems
- Goal oriented, strategic big picture thinker, a motivated self-starter with exceptional planning and organizational skills
- Willingness to travel as needed