Job Title: Community Development Manager
Reports to: Vice President, Engagement Programs
Status: Full-Time
Location: Remote or Aliso Viejo, California
Last Revised Date: June 2020

ABOUT GLOBAL GENES:
Founded in 2008, Global Genes is a 501(c)(3) nonprofit organization that connects, empowers and inspires the rare disease community, with the ultimate goal of eliminating the burdens of rare disease for patients and families everywhere. We provide hope for the more than 400 million people affected by rare disease around the globe. We fulfill our mission by helping patients find and build communities, gain access to information and resources, connect to researchers, clinicians, industry, government and other stakeholders, share data and experiences, and stand up, stand out and become effective advocates on their own behalf.

ROLE SUMMARY:
The Community Development Manager (CDM) is responsible for developing and executing effective strategies to increase engagement and retention of the organization’s patient and caregiver rare disease communities within and beyond our Foundation Alliance members. This critical role will support the organization’s mission, vision, and strategic objectives.

The CDM will manage communication and outreach efforts to promote positive and meaningful relationships with those who use the organization’s services and resources as well as those who support the organization’s mission. The CDM is responsible for fostering relationships, moderating user-generated content, providing resources, and encouraging community members to take action. This person serves as a team member and collaborator between the Strategic Advancement, Engagement Programs, Development and Marketing functions, and will need to communicate effectively at all organizational levels. This position reports to the VP of Engagement Programs.

KEY RESULTS:
- Foster meaningful and enduring relationships with the rare disease community by warmly meeting people where they are
- Provide hope, reliable/trustworthy information and connections to valuable resources
- Ensure community members feel listened to, cared about, safe and connected
- Facilitate environment where rare community can connect, learn and share/exchange through Global Genes
- Help build confidence, skills and resource networks for rare disease foundations, patients, caregivers and partners
- Ensure Global Genes is recognized as a valuable resource and global leader in rare disease community engagement, services and support
RESPONSIBILITIES:

Community Management (primarily the 500+ member RARE Foundation Alliance)
- Provide ongoing facilitation and nurturing of the Foundation Alliance online communities and its members
- Moderate all user-generated content (community discussions) in line with our terms of service
- Resolve conflicts and escalate issues as appropriate; provide timely problem solving and conflict resolution support/intervention when appropriate
- Recruit and welcome new Foundation Alliance members
- Support the development and maintenance of community educational resources
- Improve user experience for online community members
- Evaluate community platform features and upgrades
- Maintain community mailing list and communications with members
- Conduct social listening, identify and report trends within the community
- Keep community databases and target lists up to date

Community Engagement
- Monitor and cultivate online and offline discussions among Foundation Alliance members
- Maintain current knowledge of Global Genes’ resources, events, announcements, etc. and promote these to members
- Curate high quality, evidence-based content of interest to members
- Identify and build relationships with key influencers within rare disease communities
- Conduct social listening, support, and advocate for community members
- Encourage participation in community events, fundraising campaigns, research surveys, and grassroots advocacy
- Plan and facilitate community development activities including online chats with experts
- Collaborate with the Engagement Programs team to deliver educational content and improve member knowledge and confidence in managing their nonprofit businesses and communities

Community Strategy
- Deepen understanding of emerging educational, service and support needs and interests of the rare disease community
- Use data effectively to achieve results, measure outcomes and inform the development of community engagement strategies
- Improve user experience and increase visibility to retain and recruit members
- Measure and report FAQs, trends and most valuable KPIs; set and achieve monthly targets

QUALIFICATIONS:
- Bachelor’s degree (or equivalent experience) in communications, health, or related marketing fields required
- A minimum of two to three years of experience in community engagement, development, and management; social media; marketing; digital health and/or communications preferred
- Demonstrable social networking experience and proven work experience as an online community manager
- Exceptional facilitation skills with ability to moderate offline conversations among small and large groups
• High level of comfort in driving and participating in online conversations, spurring productive resource exchange, and answering questions as accurately and thoroughly as possible
• Proven ability to address problems with tact and diplomacy in a positive and professional manner
• Strategic thinker with an ability to lead and direct other people while using the community platforms to create goodwill and increase participation for the organization
• Exceptional oral and written communication skills, as well as the ability to develop engaging plain-language content
• Ability to interpret website traffic, online customer engagement metrics, and use data to drive user-engagement strategies and enhance user experience
• Ability to forge symbiotic partnerships with relevant organizations/initiatives/individuals and invite community participation as content creators
• Self-starter with excellent organizational ability to identify and set priorities, multi-task, and meet deadlines/established goals
• Considerable knowledge of the rare disease community preferred, including knowledge or understanding of social and financial impact of living with these diseases
• Keen awareness, kindness, and empathy for those living with rare diseases and a high level of comfort in being positive and supportive to community members
• Familiarity with Global Genes’ online communities preferred
• Energetic and enthusiastic
• Comfortable working in a fast-paced and dispersed across USA/global staff environment with a flexible work schedule for global reach, including availability on some evenings and weekends
• Ability to travel for meetings and conferences; potential for global travel
• Bilingual or proficiency in multiple languages is a plus
• Expertise in Microsoft office and Google platforms
• Ability and commitment to learn web-based applications for work collaboration activities (Salesforce, Slack, Basecamp)

PERFORMANCE MANGEMENT AREAS:
• Core Values: Integrity, Authenticity, Respect, Creativity, Collaboration and Fun
• Competencies: Personal, People, Strategic and Position

To Apply: Please email resume and cover letter to humanresources@globalgenes.org

Equal Opportunity Employer committed to diversity in the workplace.