**Job Title:** Associate Director/Director, Strategic Communications and Marketing  
**Reports To:** VP, Development and Marketing Communications  
**Status:** Full-Time  
**Location:** Open  
**Last Revised Date:** August 2020

**ABOUT GLOBAL GENES:**
Global Genes is a 501(c)(3) nonprofit organization on a mission to connect, empower, and inspire the rare disease community. We provide hope for more than 400 million people affected by rare disease around the globe. To date, we’ve educated millions of people in more than one hundred countries about rare disease, equipped patients and advocates with tools and resources, and provided hundreds of thousands of dollars in support for innovative patient impact programs.

**ROLE SUMMARY:**
Marketing Communications is an essential team at Global Genes and its work is highly visible in the rare community. This role requires a confident, poised leader who is a great listener that takes the time to understand how to deliver the tone, identity and messaging Global Genes wishes to deploy. Acting as a creative and strategic problem solver, an ideal candidate establishes and builds lasting relationships and confidence in Global Genes. Attention to detail and customer service are essential skills to shepherd the many outreach channels of the organization.

The **Associate Director/Director of Strategic Communications and Marketing** provides strategic thought and marketing communications leadership to a cross-functional team and manage the day-to-day execution of direct reports on the marketing communications team. This leader will help 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.

This role acts with a high degree of independence, demonstrating responsibility for developing and advancing successful business relationships that further the Global Genes mission.

**KEY RESULTS:**
- Lead consistent brand integration throughout the organization, community and partners
- Build key partnerships that result in increasing awareness and support of Global Genes’ programs, project and events
- Represent Global Genes in public forums, building commitment and long-term relationships for the organization
- Evaluate processes, making ongoing recommendations for improvements and enhancements
- Increase online engagement throughout the rare disease community
RESPONSIBILITIES:

The **Associate Director/Director of Strategic Communications and Marketing** is an essential leader of the Marketing Team to carry out the duties required of the position which include but are not limited to:

**Marketing Leadership**

- Support decision-making, strategic analysis, planning and budgeting for the organization
- Foster a collaborative culture of innovation
- Lead a cross-functional team to develop and execute strategic marketing plans, communications strategies and calendars in alignment with organizational priorities
- Track, measure and give individual and team feedback for team and individual goals
- Manage to deadlines, priorities and set project timelines
- Continuously coach direct reports for development and growth
- Use financial data to make decisions and manage to or under budget
- Assist in forecasting and designing budget for functional area
- Project managing special projects or other as assigned

**Marketing Strategy and Implementation**

- Lead strategy development of all communications and public relations – including digital marketing, social media marketing, media, and in-person events
- 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
- 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

**QUALIFICATIONS:**

- Strong passion for the rare disease community required
- Non-profit advocacy, healthcare or life sciences experience
- Bachelor’s degree from an accredited college or university required, advance degree preferred, job specific certifications
- Minimum of 4 years successful experience in communications, marketing, public affairs
- Goal oriented, strategic big picture thinker, a motivated self-starter with exceptional planning and organizational skills
- Strong data analysis orientation, using metrics to drive marketing and strategic objectives
- Proficient in Microsoft Suite, database management required (Salesforce preferred), Social Media platforms and other online tools for communication
- Proven digital expertise including web, social media, CRM, email marketing and CMS system
- Exceptional writing, editing and presentation skills
- Experience marketing special events and purpose-driven program and campaign launches
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.

Bilingual or proficiency in multiple languages is ideal.

Ability to travel for meetings and conferences; potential for global travel.

**PERFORMANCE MANAGEMENT AREAS:**

- Core Values: Have Integrity, Be Authentic, Show Respect, Be Innovate, Be Collaborative, Have Fun
- Competencies: Personal, People, Strategic and Position
- OKRs: Objectives and Key Results

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

*Equal Opportunity Employer committed to diversity in the workplace.*