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 Communications** provides strategic communications and operational leadership to a cross-functional team and manage the day-to-day execution the marketing communications team. This leader will help drive the strategic execution and operations for all communications, awareness, and public relations. 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, partners and agencies
- Build key partnerships that result in increasing awareness and support of Global Genes’ programs, project and events
- Evaluate processes, making ongoing recommendations for improvements and enhancements
RESPONSIBILITIES:
The Associate Director/Director of Communications is an essential leader of the Marketing Team to carry out the duties required of the position which include but are not limited to:

- 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
- Manage to deadlines, priorities and set project timelines
- 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
- 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
- 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 required
- 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 operations, 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

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.*