Job Title: Senior Coordinator, Content Marketing
Reports To: Manager, Digital Marketing
Status: Full-Time
Location: United States Remote

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:
The Senior Content Marketing Coordinator supports the marketing team in elevating Global Gene’s brand awareness in order to execute on our mission of empowering and activating a global community of rare disease advocates. This position plays an integral role in the development and management of content and assets to engage and connect a growing global community. You will be responsible for managing multiple marketing channels including but not limited to social media, website, external communications, newsletters; all in a fast paced media environment. This role also entails ownership of social media management and online community monitoring.

This role requires a superbly organized individual willing to execute and complete tasks. The Senior Content Marketing Coordinator is responsible for the efficiency and organization of materials delivered. This includes the tracking of data and contributing to the alignment of documents and activities within and across the team. The ideal candidate is a creative problem solver who establishes and builds lasting relationships and loyalty in Global Genes. Attention to detail and responsive customer service are essential skills.

RESPONSIBILITIES
The Senior Content Marketing Coordinator will act as an essential member of the team to carry out the duties required of the position which include but are not limited to:

- Social Media & Online Community Management
  - Creating and managing the development of social media content calendars and strategies that focus on growth and engagement
Writing and distributing daily, compelling content across all primary social media platforms – Facebook, Instagram, Twitter and LinkedIn – to support engagement in Global Genes events, programs and other initiatives.

Curating community news and highlights to share on social media

Engaging with our social media audiences by responding to all comments and messages

Actively building partnerships via digital collaborations and cross promotion

Serving as the organization’s primary liaison on social media, fielding inquiries, identifying and engaging social influencers, etc.

Working with the marketing team to develop relevant creative assets (graphics, images) for social media implementation

Preparing monthly social media metrics reports for tracking and reporting on KPIs, benchmark data, etc.

Website Content & Maintenance

Building out new pages and regularly updating content on existing pages

Optimizing each web page for SEO (incorporating relevant keywords, meta descriptions, etc)

Creating and publishing patient stories on the RARE Daily Community Highlights

Updating our membership directories on a monthly basis

Assisting in the tracking of website data on Google Analytics

Email Marketing

Curating, creating and distributing content for our three monthly newsletters

Creating all event-related email communications in our event management system

Working strategically with patient engagement and marketing teams to develop targeted marketing campaigns to build awareness around key initiatives and programs

QUALIFICATIONS:

- Bachelor’s degree from an accredited college or university required
- Minimum of three years proven successful experience in content marketing and digital communications
- Healthcare, life sciences and/or nonprofit marketing experience preferred
- Excellent communication and writing skills in English
- Hands on experience with SEO and web traffic metrics
- Expertise in creating content for and managing multiple social media platforms
- Working knowledge of HTML and design and email software
- Proficient in Microsoft Suite, MS Word, Excel, PowerPoint
Working knowledge of HTML and design and email software, WordPress, social media management tools, and other online tools for communication.

Editorial mindset with an ability to adapt to multiple audience preferences

Demonstrated skills in problem solving and communication skills

Demonstrated professional style with a strong customer service approach

Ability to lead and/or manage multiple projects and tasks with attention to details

Bright, hardworking, organized and enthusiastic self-starter with a proven commitment to excellence; results-oriented

Demonstrated organizational skills, attention to detail and getting results

Demonstrated positive attitude, ability to work collaboratively on a high-performance virtual team and work autonomously

Comfortable working in a fast-paced and globally-dispersed 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.