



Job Title:	Senior Manager, Digital Marketing
Reports to:	Senior Director, Marketing
Status:	Full-Time
Location:	Remote (East Coast preferred)
Last Revised Date:	October 2021

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 **Senior Manager, Digital Marketing** will empower and activate a global community of rare disease advocates and raise the profile of the organization through digital outreach efforts. This includes developing digital strategies to engage and connect a growing global community, achieve program and event goals, support fundraising, and increase visibility. As a core team member of the marketing team, he/she will drive online engagement for Global Genes, and implement metrics-based, integrated digital marketing strategies and campaigns.

KEY RESULTS:

- Ensures the appropriate representation of the Global Genes brand through all content
- Drive online the engagement and connection of the global rare disease community
- Raise the profile of Global Genes within the rare disease community as well as with general audiences

RESPONSIBILITIES:

The **Senior Manager, Digital Marketing** will act as an essential member of the marketing team to carry out the duties required of the position which include but are not limited to:

Content Marketing

- Manage the development and implementation of digital content and communications strategies to build engagement, expand a global community of advocates and achieve impact online
- Serving as a lead storyteller and editor, work with Marketing, Events, Fundraising, Patient Engagement and Corporate Engagement teams to transform our work into compelling content for placement on all online platforms
- Cultivate and execute opportunities for stronger audience engagement and manage regular web, email and social media updates across platforms in coordination with the Marketing Coordinator/Assoc. Manager
- Develop and refine creative content and core messaging to demonstrate the organization's strategic positioning and ensure consistency across all digital channels



Website Development & Management

- Lead critical aspects of website development, web functionality and user experience improvement projects
- Oversee on-site content, driving and leading content ideation, creating fresh and timely web content updates and campaign launches
- Develop, edit and implement an editorial calendar to keep pace with an active and growing community of patient advocates, partners and supporters
- Optimize content for SEO and manage Google Analytics and Google Grants
- Manage third-party vendors that directly correlate to the content on the site, and work with cross-functional teams to maintain brand integrity
- Track, assess and report content and campaign effectiveness, recommending improvements based on analytical thinking

Community Engagement

- Serve as the organization's primary liaison with a variety of online audiences to help drive engagement globally; support volunteer-driven events; amplify Global Genes patient voices and inspire the actions of the community to achieve the organization's mission and goals
- Collaborate with internal teams to support the development and implementation of tools and materials needed to engage community members and Global Genes' global movement of supporters including assets, videos and graphics
- Represent the organization internally and externally including community programs, outreach events, trade shows and meetings; travel to events as required

Project Management

- Develop and support the implementation of action plans; coordinate timely feedback and implementation of multiple tasks and priorities; adhere to timelines and budgets
- Work in partnership with cross-functional teams, the patient community and media partners to accomplish organizational objectives
- Build consensus and support for Global Genes initiatives throughout the organization

Staff management

- Manages Marketing Coordinator/Assoc. Manager as well as freelancers as needed for editorial and writing
- Develops and coach all direct reports

Reporting and accountability

- Accountable to and reports directly to the Sr Director, Marketing
- Accountable to manage expenses to budget



QUALIFICATIONS:

- Bachelor's degree from a four-year college or university required, Communications, Public Affairs, Community Relations, or Marketing preferred
- Minimum of 5 years of experience in marketing, communications, web development or digital community engagement and development
- Proven experience with a blend of metrics-driven community and campaign building for a nonprofit or healthcare organization
- Website development & management experience is required
- Demonstrated ability to manage projects, set priorities and allocate resources effectively to focus on timely tasks
- Excellent writing, editing and presentation skills
- Competency and experience with CRM software such as Salesforce, CMS, HubSpot and social media platforms to drive list-building to optimize digital strategy implementation
- Experience using Google Analytics, Google Ads and SEO to optimize digital strategies
- Experience with Google Grants is a plus
- Expertise in Microsoft Office and WordPress
- Familiarity with HTML and video editing a plus
- A motivated self-starter with exceptional planning and organizational skills
- Ability to handle multiple priorities and thrive in a high change, cross-functional work environment
- Goal-driven and results-oriented professional that enjoys working both on a team and autonomously
- 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 a plus
- Willingness to travel

PERFORMANCE MANGEMENT AREAS:

- Core Values: Have Integrity, Be Authentic, Show Respect, Be Innovative, Be Collaborative and Have 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.