

# Associate Manager, Content Marketing

Global Genes Boston, Massachusetts, United States (Remote)

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## ROLE SUMMARY:

The **Associate Manager, Content Marketing** 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 and optimizing success of campaigns through multiple marketing channels including but not limited to social media, website, external communications, and email; 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 as assigned. The Associate Manager 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 Associate Manager, Content Marketing will act as an essential member of the team to carry out the duties required of the position and support the marketing team, 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 under the direction of Marketing Manager
- 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**

- Experience sending and optimizing email communications through HubSpot, including dynamic content and drip campaigns
- Curating, creating and distributing content for our three-monthly newsletters
- Programming/sending event-related email communications in our event management system, Cvent
- Working 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, HubSpot, Cvent, 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](mailto:humanresources@globalgenes.org)

**Industry**

Nonprofit Organization Management

Hospital & Health Care

Marketing and Advertising

**Employment Type**

Full-time

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The statements herein are intended to describe the general nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.

- **Seniority Level**

Associate

- **Industry**
- **Employment Type**

Full-time

- **Job Functions**

- Administrative **Marketing, Writing/editing, Administrative**