



Job Title:	Omnichannel Content Director
Reports to:	Vice President, Development & Marketing
Status:	Full-Time
Location:	Remote, with option to use offices in Cambridge MA, Aliso Viejo CA, and Washington DC
Last Revised Date:	December 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 and direction 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:

Global Genes' impact model focuses principally on rare disease patients, caregivers and communities, and on connecting them with other key stakeholders that can help drive progress in their condition area and across rare diseases. We are re-crafting our content and engagement approach to better leverage our knowledge of and relationships with patient communities and influencers in rare disease. This includes looking toward events, online forums and engagement (e.g., via our RARE portal) and other venues, as well as to community leaders and influencers as sources of compelling, educational, modifiable, multi-purpose content.

The **Omnichannel Content Director** will oversee design, development, adaptation and production of digital/video content with an eye toward integrated engagement with desired rare disease stakeholders (patients/ caregivers, advocates/community influencers, researchers, clinicians and entrepreneurs and companies focused in rare disease).

The Director will work closely with leads from patient engagement, community development, marketing, editorial, analytics and events teams to plan and prepare to capture, refine and nimbly repurpose content that emerges from our ongoing programs and other relevant sources – with the goal of creating more and better opportunities for us to reach, personalize and deliver meaningful content relevant to the experiences and needs of our key stakeholders.

The Director will work closely with the executive team and report directly to the VP of Development & Marketing. This role will ensure the appropriate representation of the Global Genes brand and mission throughout all content and oversee the continuity of experiences with our content across all owned channels and through selected external channels.



KEY RESULTS:

- Integrated, nimble, effective and consistent development and delivery of impactful content across all relevant channels, as measured by consumption, engagement, behaviors and community feedback and other agreed-upon metrics
- Appropriate and compelling representation of the Global Genes brand and mission throughout all content, as measured by community feedback and other agreed-upon metrics
- Alignment with other discipline area leaders and teams on content strategy, development approach and expectations

RESPONSIBILITIES:

The **Omnichannel Content Director** will act as an essential member of the Global Genes Team to carry out the duties cross-functionally, which include but are not limited to:

- Implementing a content strategy for Global Genes
- Delivering high quality content from concept to production (storytelling)
- Working with a range of digital formats
- Thinking about user experience and usability, accessibility, writing for the web, and meeting user needs with content
- Partnering with other teams, such as analytics and marketing
- Stakeholder management and relationship building - internally and externally
- Driving reach and reputation with content
- Adapting existing content for new geographical locations, languages and cultural competency
- People management - support recruit, supervise, train and mentor team members
- Maximizing efforts on strategic vision, budget tracking and resource allocation

Cross-team collaboration

- Work closely across the team, especially with digital and brand team members to ensure content is dynamic, engaging, audience relevant, consistently branded, etc.
- Responsible for pushing the creative boundaries, always looking to what is next and ensure content and creative speaks to our target audiences and is appropriate, tailored for specific channels;
- Will work closely with executive team to set and report on execution plans and impacts

Creative strategy and content direction

- Determine most engaging content for target audiences using quantitative and qualitative data and research
- Refine and inform brand and editorial guidelines for the organization, with a bias to digital
- Work with marketing director to determine appropriate materials and tools to support programs, events, thought leadership, etc.

Product development

- Responsible for leading the development of all content for use on owned and external channels (individuals across the division will also support content creation as part of job function, but consistency and creativity will be driven by the Director and Marketing team lead)
- Design and develops (or oversee contract relationships) visual collateral for both print and digital (web, email and social media) outreach



- Design and develops (or oversees contract relationships) assets, icons, graphics and mini-infographics to communicate Global Genes' impact in a meaningful and visual format
- Organizes, oversee and maintains (with support from staff) a digital library for all editable design files, logos, sponsor logos and photos and videos for use in future projects
- Lead creation of and updates for WordPress page layouts and coded formatting for Global Genes' website and email templates
- Lead the design and implementation of our annual event/s mobile app, including creation and design of all email/push notifications via the app

Staff management

- Co-Manage team of full-time and freelance creative designers, editorial/writers and video producers/editors
- Develop and coach all direct reports

Reporting and accountability

- Reports directly to the VP of Development & Marketing
- Accountable for close coordination/collaboration with Marketing, Patient Engagement and Community Development Team leads
- Responsible for budget planning and accountable for managing expenses to budgets

QUALIFICATIONS:

- Minimum of 8 years' experience in editorial and content leadership and development role within digital media, production, interactive or other relevant organization/s – preferably with a focus in health or healthcare
- Experience in content marketing
- Bachelor's degree, and/or equivalent experience, in healthcare communications, online media, marketing, or related healthcare marketing fields
- Understanding of rare disease and/or life sciences issues, education and information preferred
- Positive attitude, ability to work collaboratively on a high-performance team and also to work autonomously where appropriate
- Comfortable working in a fast-paced and dispersed staff environment and with a flexible work schedule as may occasionally be required (e.g., across global/US time zones, etc.)
- Bilingual or proficiency in multiple languages is a plus
- Expertise in Microsoft office (PowerPoint), Adobe Creative Suite (Photoshop, Illustrator and InDesign), video production/editing and WordPress
- HTML/ CSS coding experience strongly preferred
- Experience in consumer/ patient engagement and marketing experience preferred

PERFORMANCE MANAGEMENT AREAS:

- Core Values: Integrity, Authenticity, Respect, Creativity, Teamwork, Fun
- Competencies: Personal, People, Strategic and Position-specific
- 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.