



Position: VP of Marketing and Communications

Reports to: Chief Marketing and Development Officer (CMDO)

Position Overview:

The VP of Marketing & Communications leads the MMRF's marketing efforts and brand strategy development as well as external communications activities. In collaboration with Leadership, the VP develops an integrated and cohesive marketing and communications plan and is directly responsible for its successful execution. The VP ensures that the organization's positioning is communicated consistently and clearly to targeted audiences across online/offline channels in order to meet awareness, engagement, and fundraising objectives.

Roles & Responsibilities:

- **Brand Steward:** Ensure the brand identity and positioning and value is consistent across the organizational communications, i.e., that all business units and speaks with "one voice" across all channels and to all audiences. He/she will also work closely with the CMDO and the Founder to optimize and maximize her brand/external presence
- **Agency Oversight:** Oversee and manage outside marketing and brand agencies/consultants both individually and via all-agency interactions. Direct responsibility for managing priorities, timelines, costs, contracts and ongoing communications
- **Planning:** Lead annual development of the overall integrated marketing and communications strategy based on brand's positioning, MMRF's objectives, and key stakeholders revenue objectives (development, patient advocacy, clinical, events); ensure development and execution of marketing/communications plans for specific launches, announcements, etc.
- **Day-to-day Departmental Oversight:** Manage team of at least five direct reports with channel or content expertise. Collaborate with cross functional executive team leaders. Represent Marketing/Communications function at senior leadership meetings
- **Digital & Website:** Oversee team to maximize value of websites (currently 4) as tools to support organizational goals and maximize value for our constituents. In collaboration with Social Media Manager, responsible for social media strategy and campaign/content development.
- **Direct Marketing/Development Collaboration** Work closely with VP of Development to develop and execute successful direct and email/digital campaigns to meet fundraising goals from individual donors.



- **PR/speaking/awards:** Work closely with Founder, CDMO and PR agency on PR/communications strategy and identify/pursue speaking opportunities and awards that showcase organizational leadership.
- **Medical Communications:** Maximize opportunities to communicate abstracts, research milestones, etc.
- **Cross-Departmental Collaboration:** Work with other departments (e.g., Events, Development, Alliance Management) to understand their marketing needs and work collaboratively on plans to achieve their goals.
- **Reporting/analytics:** Oversee development of reports/dashboards to senior leadership with specific insights and recommendations.

Skills & Qualifications:

- Bachelor's Degree in a related field, Masters a plus
- 10 to 15 years in healthcare marketing and/or communications
- Exceptional resource (internal staff/external partners/agencies) management experience
- Strong digital marketing experience across channels (web, social, etc.)
- Excellent oral and written communication and project management skills
- Ability to work in a fast-paced, demanding environment, with multiple and changing priorities while maintaining strong attention to detail
- Prior experience managing a marketing team
- Must exhibit creativity and resourcefulness
- Able to balance short-term and long term priorities—and meet deadlines
- Extremely organized and attention to detail. Strong experience with tactical execution
- Some healthcare experience required