Marketing Associate

Title: Marketing/Communications Associate
Reports to: Director of Marketing and/or VP of Marketing
Department: Location: Norwalk, CT

Position Overview: The Marketing Associate is responsible for supporting the marketing and communications programs for the MMRF. This person is required to support all planning, implementation/execution, and measurement of communications initiatives. For example, a key responsibility will be to track on-going initiatives and programs to identify strengths and improvement opportunities for future plans.

This role is at the same time strategic, detail-oriented and cross-functional in nature, and requires an individual with strong organizational and oral & written communications skills, plus the ability to manage multiple detailed project timelines simultaneously.

Essential Functions:
- Aid in the development and distribution of marketing materials, plans, and provide analysis of those initiatives for future references and touchpoints.
- Help to manage website updates, newsletters, and other digital communications efforts.
- Assist in generating and posting content for Social Media sites (e.g. Facebook, Twitter, etc.)
- Work collaboratively marketing team and assisting in managing various marketing and patient education projects.
- Cultivate, maintain, and strengthen relationships with program partners and sponsors.
- Prepare monthly reports reflecting audience growth/reach, response analysis, budget tracking and department performance reports. Assist in developing marketing KPIs.
- Manage calendars for implementation of marketing plans (including product launches and recurring print calendars), communicate with all relevant parties, and ensure deadlines are met.
- Update status and timelines on projects to ensure alignments across all organizational teams.
- Support relationship management efforts with certain marketing vendors and third-parties.
- Assist support groups, cancer centers, and other institutions by providing informational materials for meetings and patients.
- Provide support on Sales Force related needs; playing a key role within the organization’s segmentation strategy for Marketing purposes.

Qualifications:
- Bachelor’s Degree in Marketing, Communications, Business, or related area required.
- Relationship management and strong negotiation skills.
- Minimum of 2+ years of general marketing experience, including administrative functions.
- High-level technical and computer proficiency required.
- Experience utilizing Excel, PowerPoint, Adobe, and other design editing tools.
- Data entry and research skills required.
- Social Media platform experience required.
- Strong project management skills and ability to multitask.
- Experience with Sales Force CRM and/or Pardot preferred.
- Healthcare experience a plus.
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Key relationships
➢ Donors
➢ Patients
➢ Volunteers
➢ Event Participants
➢ Partners
➢ Vendors

Multiple Myeloma Research Foundation (MMRF)
383 Main Avenue
5th Floor
Norwalk, CT 06851
http://www.themmrf.org/
http://www.themmrf.org/donate-now-take-action/join-an-event/race-for-research/

The MMRF is a non-profit organization.

The MMRF is an equal opportunity employer. All employment decisions are made without regard to race, color, age, gender, gender identity or expression, sexual orientation, marital status, pregnancy, religion, citizenship, national origin/ancestry, physical/mental disabilities, military status or any other basis prohibited by law.