



Director, Digital Marketing

Title: Director, Digital Marketing

Reports to: Vice President, Marketing and Communications

Department: **Location:** Norwalk, CT

Position Overview: This role reports to the VP of Marketing and is responsible for the development and execution of our digital marketing strategies, with a strong focus on acquisition and retention of key audiences by leveraging digital platforms.

The Director of Digital Marketing will be responsible for producing digital programs and assets, including social media campaigns, email marketing, and SEO/ SEM, as well as overseeing organizational websites, ensuring timely updates and stellar user experience. Must be able to identify trends and best practices in the digital space to confidently lead digital efforts, to help grow the MMRF's base of constituents-- segmenting, converting and engaging them in lifecycle marketing. Role is also expected to take the lead in determining the organization's marketing analytics practices—what data to collect, how to classify it and how best to provide insights and recommendations based on key learnings.

Essential Functions:

- **Support MMRF marketing goals:** Increase awareness and affinity for MMRF brand, in particular across digital channels and assets. Run lead generation campaigns to acquire new patients; support registration and growth across areas like Patient Education and MMRF Events.
- **Social Media:** Use social media strategy to support marketing goals of patient education and acquisition, marketing of MMRF as a research foundation, promotion of key MMRF campaigns (paid media strategy), and database growth.
- **Build and manage community:** Evolve and manage social groups (e.g. MMRF Facebook Groups) to support growth, engagement and community management.
- **Website:** Oversee MMRF website updates, including changes to UX, language changes and implementation of new content
- **KPI Strategy:** Create the process and tools to track KPI strategy; lead measurement, analytics and optimizations in service of digital marketing goals:
 - Social media engagement metrics
 - Email open rates, click through rates, and other critical reporting
 - Website visits, page visits, conversions, etc.

Other Key Functions:

- Oversee Email Marketing campaigns end-to-end, including planning, segmentation, testing, reporting and optimization
- Evaluate current social publishing tools and process for optimizations
- Create community engagement response guides
- Develop digital content plans and guide/maintain social media calendars across all areas of focus, e.g. Corporate, Events, MIF, etc.
- Partner closely with Director of (Brand) Marketing & Director of PR & Communications to evaluate and plan paid/earned media strategy



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- Manage SEO/SEM vendor and optimize strategy, maximize spend of Google Grants
- Manage Digital AOR (or digital leads within Brand AOR), to develop & execute channel strategy and activate patient journey across all digital properties
- Maintenance of MMRF's Digital Asset Management vendor & system, which houses all photos, videos and art for marketing and communications usage

Qualifications:

- Bachelor's Degree in Marketing/Digital Marketing, Communications or related field
- Minimum of 7-10 years in Consumer Digital Marketing, at an agency or in-house marketing organization
- Experience with CMS software—WordPress a plus
- Experience with Salesforce, Pardot or other CRM programs
- Extensive knowledge of digital & social platforms, including channel strategy
- Excellent written and oral communication skills
- Collaborative, proactive and solutions oriented
- Ability to juggle and prioritize multiple projects—deliver on tight deadlines
- Exceptional PowerPoint, Word, Excel
- Excellent organizational, time management and project management skills

The Multiple Myeloma Research Foundation is a non-profit organization.