

Position Overview:

The Chief Marketing and Development Officer (CMDO) leads the MMRF's marketing, communication and fundraising efforts to drive growth in fundraising and engagement in the organization's mission. Reporting directly to the CEO and in collaboration with Leadership, the CMDO must ensure powerful and consistent communication of the organization's value proposition, while overseeing all efforts to build engaging relationships with key customers, most prominently, patients/families and donors. At the same time, he/she is responsible for a \$20M+ fundraising goal and oversight of the portfolio of philanthropic approaches to achieve that goal (major donors, individuals, grants, and/or fundraising events).

Essential Functions:

- As brand champion and 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.
- Build, enhance, measure and/or refine systems and processes that enable a best-in-class, personalized digital experience at scale.
- Develop and implement content marketing strategy using digital and off-line channels, tailored to specific audiences.
- Develop comprehensive market research plan to measure effectiveness of organization's brand messaging/positioning/campaigns, as well as outreach to and engagement of key audiences.
- Monitor competitive landscape; communicate learnings and recommendations to Leadership.
- Oversee the development of a comprehensive thought leadership platform for Leadership.
- Oversee philanthropic revenue generation, working with direct reports on plans to reach annual organizational fundraising goals.
- Lead annual development of marketing/communications and development strategic and operating plans. Work with team to ensure timely and high-quality execution.
- Maintain small portfolio of high-level donors.
- Represent the organization externally as leader in field.



- Ensure educational content is of the highest quality/most relevant and engaging.
- Oversee four direct reports and a shared administrative assistant; work with direct reports to optimize external resources (agencies, writers, etc.).
- Ensure integration between Marketing/Communications, Development, Events, and Education to deliver on organizational goals.
- Work cross-functionally with Leadership to ensure integration between Marketing/Development and Research/Clinical/Data efforts.
- Maintain knowledge of best practices/benchmarking competitive landscape and other industries.

Skills & Qualifications:

- Bachelor's Degree in a related field, MBA a plus
- 15+ years in consumer and/or healthcare marketing and/or communications
- Exceptional resource (internal staff/external partners/agencies) and project management experience
- Proven results in overseeing a digital transformation
- Experience working in every stage of the marketing funnel
- Strong oral and written communication
- Proven track record in developing and overseeing process development and implementation, as well as in KPI measurement, reporting and analysis