

Title: Manager, Brand Marketing & Communications

Reports to: Director, PR & Communications

Department: Marketing

Location: Norwalk, CT (or Remote)

MMRF OVERVIEW:

A pioneer in precision medicine, the Multiple Myeloma Research Foundation (MMRF) seeks to find a cure for all multiple myeloma patients by relentlessly pursuing innovations that accelerate the development of precision treatments for cancer. Founded in 1998 by Kathy Giusti, a multiple myeloma patient, and her twin sister Karen Andrews as a 501(c)(3) nonprofit organization, the MMRF has created the business model around cancer—from data to analytics to the clinic. The MMRF identifies barriers and then finds the solutions to overcome them, bringing in the best partners and aligning incentives in the industry to drive better outcomes for patients. Since its inception, the organization has collected thousands of samples and tissues, opened nearly 100 trials, helped bring 13 FDA-approved therapies to market, and built CoMMpass, the single largest genomic dataset for any cancer. Today, the MMRF is building on its legacy in genomics and is expanding into immune oncology, as the combination of these two fields will be critical to making precision medicine possible for all patients. The MMRF has raised nearly \$500 million and directs nearly 90% of the total funds to research and related programs. To learn more, visit www.themmr.org

The mission of the MMRF has always been to provide a cure for each and every patient. We know that multiple myeloma is different in every patient. Our goal is to generate and collect as much patient data as possible and make it available to researchers worldwide, to speed new discoveries and propel new clinical options for myeloma patients into the clinic as quickly as possible.

MMRF Core Values:

At the MMRF our 5 Core Values are more than just words, they're a way of life. We know that companies with a strong culture and a higher purpose perform better in the long run. As we continue to grow, we strive to ensure that our culture remains alive and well. We expect all of our employees exhibit and build upon these core values:

1. **Prioritize Patients** - Patients are at the center of everything we do. Every decision we make is grounded in the needs and best interests of the patients we serve.
2. **Drive Innovation** - We are committed to pursuing big, bold ideas. Taking risks, trying new approaches, and challenging the status quo are necessary to speed new discoveries.
3. **Deliver Solutions** - Taking on complicated challenges is what sets us apart. To deliver results, we must be decisive, take action, and act with urgency on behalf of the myeloma community.
4. **Do It Together** - We know that together, we are stronger. We work cross-functionally with the entire community to achieve our mission and are invested in the success of others.
5. **Build Trust** - We build trust-based relationships. We advocate for each and every myeloma patient by committing to diversity, equity, and inclusion and treating others with respect.

Position Overview:

- Support the Marketing team's overall integrated marketing and communications plan through oversight and execution
- Help drive initiatives and projects in support of Marketing's overall goals of new patient acquisition, patient & donor retention, and diversifying our patient community

- Partner with Development and Events team on general fundraising strategies and tactics
- Collaborate with MMRF Research and Clinical teams to develop storytelling for our activity in the clinic
- Support Patient Education team with communications planning and program consultation
- Drive Corporate Communications and asset development for things like quarterly newsletters, Accelerator magazine and Annual Donor Impact Report
- Steward the MMRF brand by ensuring all materials deliver on an elevated brand experience
- Partner with and manage Agency teams on creative development of assets, development of email communications and on creation of content (campaigns, video, social, etc.)
- Lead external partnerships with Healthcare systems to drive MMRF awareness and community-building, exploring local market opportunities and developing execution plans
- Drive innovation and new creative thinking to drive awareness of the MMRF, working with the creative agencies to expand our reach
- Drive CureCloud® communications plan; CureCloud is the MMRF's direct-to-patient innovative research study that launched in 2020
- Report to Director, PR & Communications and oversee development of Associate, Brand Marketing
- Partner with Director, Digital Marketing and Manager, Insights & Analytics on the digital team to drive digital communications as part of overall marketing plans

Qualifications:

- 3 to 5 years brand marketing experience required
- Bachelor's degree preferred; preferred concentration or emphasis in Marketing or Communications.
- Experience managing and/or mentoring junior staff; ability to work cross-functionally across departments
- Experience partnering with and/or managing Agency teams
- Excellent organizational and interpersonal skills as well as outstanding verbal and written communication skills
- Commitment to building culture, fueling innovation and problem-solving
- Upbeat, energetic and motivated by a growing culture and entrepreneurial environment

EEO Statement

The Multiple Myeloma Research Foundation (MMRF) is an equal opportunity employer and does not discriminate against any candidate based on race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, military and veteran status, sexual orientation, or any other factor protected by federal, state, or local law.