Title: Senior Manager/Associate Director, Brand Marketing
Reports to: Heather Steiger, Director of Digital Marketing
Department: Marketing
Location: Norwalk, CT (or Remote)

MMRF OVERVIEW:

The Multiple Myeloma Research Foundation (MMRF) is the largest nonprofit in the world solely focused on accelerating a cure for each and every multiple myeloma patient. We drive the development and delivery of next-generation therapies, leverage data to identify optimal and more personalized treatment approaches, and empower myeloma patients and the broader community with information and resources to extend their lives. Central to our mission is our commitment to advancing health equity so that all myeloma patients can benefit from the scientific and clinical advances we pursue. Since our inception, the MMRF has committed over $500 million for research, opened nearly 100 clinical trials, and helped bring 15+ FDA-approved therapies to market, which have tripled the life expectancy of myeloma patients. To learn more, visit www.themmmrf.org

MMRF Core Values:

At the MMRF our core values define both who we are and how we work together as an organization. We believe in investing in our team and building a culture that will help us pursue our highest level mission to accelerate a cure for each and every multiple myeloma patient. Our five core values are expressed below:

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:

The MMRF is searching for a Senior Manager or Associate Director of Brand Marketing to lead and execute day-to-day marketing and communications programs and projects. An ideal candidate is strategic, creative, proactive, and resourceful, and has experience managing integrated, collaborative projects (across departments and agencies). This person is a true team player, understands his or her role within the organization and team, and is committed to working diligently to drive innovative and ownable marketing solutions that fuel acquisition and diversification of our patient community, donor engagement, fundraising opportunities, and utilization of our products & services. This hire would be joining an incredible staff that is helping to lead the MMRF and the myeloma community to cures for patients.
Essential Functions:

- Develop and execute integrated marketing plans, with a strong focus on brand stewardship and project management.
- Drive organizational programs and initiatives from a marketing perspective, thinking strategically and holistically about their purpose, patient or audience benefit, and how to appropriately market or message the program toward its topline goal – e.g., enrollment in a study, engagement with a service, etc.
- Drive CureCloud® communications plan; CureCloud is the MMRF’s direct-to-patient innovative research study that launched in 2020.
- Partner closely with the digital arm of the marketing team to coordinate strategies, content execution, and tactical plans.
- Serve as a point-person for agency management and integration (e.g., Creative teams, communications and media agencies, etc.).
- Manage direct report(s) responsible for brand/product marketing and collaboration with digital team members.
- Support Marketing’s collaboration, partnership and plan-building with other groups across the organization, including Events, Development, Patient Education and Research.
- 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.
  - Support 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.).

Qualifications:

- Bachelor’s degree preferred; concentration or emphasis in Marketing or Communications.
- 5+ years experience in a Marketing or Advertising role, preferably with healthcare or oncology experience.
- 3-5 years experience managing direct reports and integrated teams or disciplines.
- Excellent organizational and interpersonal skills; outstanding verbal and written communication skills, including the ability to speak or present in company meetings and/or presentations.
- Ability to collaborate and thrive in a team-oriented setting and organization.
- Commitment to innovation and problem-solving.
- High energy and the desire to contribute to a growing, positive culture.
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.