
Title: Assoc. Manager/Manager, CRM, Insights & Analytics

Reports to: 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.themmr.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 Assoc. Manager/Manager, CRM, Insights & Analytics is responsible for developing the analytics and reporting required to evaluate marketing performance and manage ongoing activities. They will leverage the client relationship management system (Salesforce, Marketing Cloud) to support core marketing functions. This individual will be responsible for owning/informing audience list pulls & segmentation, data analysis, and reporting in support of email and other customer acquisition and retention communications. The optimal candidate will demonstrate a thorough understanding of the customer lifecycle, marketing operations and analytics, and has a proven track record working with large databases. In support of/partnership with the Director, Digital Marketing, this individual will drive customer relationship management for the MMRF.

Essential Functions:

- Own reporting and optimization recommendations for CRM and customer lifecycle.



Assoc. Manager/Manager, CRM, Insights & Analytics

- Develop new audience segmentation and targeting strategies based on customer data and business needs.
- Develop test strategy to better understand our audiences and maximize audience engagement; collaborate cross-functionally to plan & execute iterative test plans.
- Work with Database, Development, Events, and Marketing team to investigate, research and analyze accounts, contacts, leads, opportunities, campaigns, complaints.
- Support implementation of new marketing automation programs (email and push), using data to personalize/contextualize communications.
- Support project scoping to grow available data and assist with data migration between systems, as well as checking for data quality / integrity.
- Understand data flows and table structures; monitor data feeds to catch and correct issues.
- Stay on top of and identify industry trends and standards, including competitive analysis and best-in-class examples
- Own and manage organization-wide email calendar and execute campaign deployments
- Proofread emails for grammar, spelling, clarity, proper links, etc.

Qualifications:

- BA degree preferred with a preferred concentration in Marketing/Communication
- 5+ years digital marketing-specific experience, optimally focused on email marketing, database marketing
- Experience using CRM / customer segmentation & marketing automation tools is critical. Salesforce and Marketing Cloud experience strongly preferred.
- Demonstrated success with data/analytics and project management in CRM/retention marketing.
- Understanding of HTML, segmentation, and performance best practices, CAN-SPAM requirements, data usage, deliverability, etc.
- Flexibility and agility to adapt to changing and evolving business requirements and objectives.
- Results-driven with exceptional detail and knowledge around metrics and ROI analysis.
- Ability to synthesize results into retention marketing enhancement recommendations.
- Strong analytical, conceptual, and problem-solving abilities; strong writing and communication skills
- Ability to work collaboratively to investigate problems and resolve issues, as well as ability to work independently and self-starter with respect to project management and maintaining project deadlines
- Willingness to test new ideas, learn new technologies, consider new marketing methodologies

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.

The MMRF does not sponsor/facilitate any type of work authorization for this role. All applicants must currently have original valid unrestricted authorization to accept new employment in any role in the U.S. with any employer. There is also no future employer-provided sponsorship for this role to obtain or extend authorization to work in the U.S.