

**Title:** Manager, Development Marketing & Communications

**Reports to:** Vice President of Marketing & Communications

**Department:** Marketing

**Location:** Norwalk, CT (Hybrid – in-office Tuesdays and Thursdays)

#### **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 raised over \$600 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](http://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 Manager, Development Marketing & Communications will be a member of the Marketing team and will be responsible for partnering with the VP of Marketing, CEO, Chief Mission Officer, VP of Development and other leadership team members, to oversee the creation and execution of a communications plan that will increase visibility of the organization, its programs and initiatives, and will drive increased engagement from all constituents, particularly donors and prospective donors.

#### **Essential Functions:**

- Own the build and implementation of a marketing and communications plan for the Development arm of the organization (Major Donor and General Fundraising initiatives). This will require partnering with: 1) the VP of Development to create, own and manage plans, and 2) the digital marketing execution team to oversee deployment and performance/analytics.

- Oversee the communications strategy for the launch of new research programs/initiatives, publication/presentation of data at major scientific meetings, opening of clinical trial arms and/or sites, new Myeloma Investment Fund (MIF) investments and announcements, and general organizational corporate milestones.
- Partner with PR/Media agency on thought leadership, media outreach and new earned media opportunities. Support efforts to identify and submit awards for the MMRF or individuals.
- Steward the MMRF's core messaging and provide training/updates to staff, as needed.
- Help to script speaking engagements for CEO and Chief Mission Officer.
- Develop press releases for key announcements and sync up with Digital Marketing team on social content; share with Development team as assets for donors/prospects (and/or entire staff).
- Oversee content planning and writing for quarterly donor newsletters.
- Oversee content planning and writing for 1x per year Donor Impact report and 1x per year Accelerator Magazine (MMRF patient publication).
- Support content development for a small handful of donor events across the year (live and virtual).
- Develop correspondence from CEO (and other Leadership Team members as needed) to donors, Board, and/or other key stakeholders. Script annual CEO films thanking Donors and looking ahead to future work.
- Serve as Marketing liaison for fundraising appeals.
- Ensure that corporate web content is updated as needed at least semi-annually (MMRF and MIF).
- Partner with communications contacts at partner institutions to amplify announcements, as appropriate (e.g., Horizon Clinical Trials Program milestones).
- Assist with other needs as assigned by the VP of Marketing.

**Qualifications:**

- Bachelor's degree in communications, or related field preferred.
- 5+ years healthcare/science communications experience required.
- Exceptional written and oral communication skills.
- Experience developing content for, including but not limited to, websites, social media, press releases, emails, newsletters, etc.
- Media relations experience with healthcare or scientific reporters/writers preferred.
- Proven ability to translate complex scientific or medical information into readable, easy-to-digest content meant for donor audiences, patients, etc.
- A positive can-do attitude and a motivated self-starter with the ability to work independently with purpose and quality in a fast-paced environment.
- Strong organizational skills; proven experience in project management and management of external resources (e.g., writers, agencies, etc.).
- Ability to meet deadlines and pivot when necessary.
- Sound judgment and decision-making ability.
- Experience working closely with senior executives and thought leaders.
- Experience working in fundraising and Development-facing roles preferred.
- Experience in the oncology field a nice-to-have.

**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.