

**Title:** Manager, Peer-to-Peer Marketing

**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, P2P Marketing will partner closely with the P2P Fundraising Team, managing the marketing plan to drive recruitment, participation and engagement in the MMRF's fundraising events across the Team for Cures portfolio (Walks, Endurance and Create Your Own). This individual will manage plan development and multi-channel communication and execution to meet the program goals of the organization.

### **Essential Functions:**

- Ensure the implementation of marketing plans for P2P programs with the specific goal of increasing recruitment opportunity and growing participation in the program.
- Deployment of material related to the marketing and promotional plan to enhance visibility and increase community awareness and participation in the P2P programs.
- Create, post, and manage social media content to grow the community and drive engagement. Partner with digital analytics team to analyze and refine approaches and maximize results.
- Partner with P2P stakeholders and digital execution team, leverage project management tools (e.g., Asana) to manage calendars and deployment of campaign materials.

- Partner with P2P stakeholders to develop appropriate timelines and create signage and out-of-home opportunities for race sites.
- Work with MMRF PR/media partner on outreach (when needed) to support local media efforts – particularly for Walks, Road to Victories and Moving Mountains for Multiple Myeloma.
- Act as Project Leader to keep stakeholders apprised of the status of all campaign elements. Build internal relationships and be the point person for the development of all P2P campaign elements.

**Position Competencies:**

- Self-starter—ability to work independently and lead projects across team members; though building cross-departmental relationships critical as well
- Ability to successfully multi-task and project manage in a dynamic environment.
- Experience with project management tools—(Asana, MS Teams, etc.)—and generally organize work flows and tactical execution.
- Experience with email and social media content development.
- Experience with Donor Drive, Classy helpful but not required.
- Skilled in Excel and PowerPoint, Canva a plus.
- Possess strong organization and time management skills.
- Demonstrated ability to manage social media content creation and partner on analytics and optimization of creative.
- Ability to pull campaign reports and conduct analysis on channel effectiveness.
- Video production/knowledge helpful.
- Strong people/interpersonal skills.

**Qualifications:**

- 5+ years experience preferred in non-profit/event marketing and/or an agency of for-profit marketing/account management role.
- Demonstrated skills in project management, marketing, email communications, and social media.
- Ability to set and accomplish goals, track multiple complex projects simultaneously, work with a diverse team and work independently.
- Experience with KPI's and analytics.
- Creative thinker.
- Strong communications skills.
- Account support “mentality”—know how to develop relationships and work collaboratively with internal stakeholders.

**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.