

**Title:** Associate Director, Digital Marketing

**Reports to:** SVP, 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.themmrf.org](http://www.themmrf.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 Associate Director, Digital Marketing will be a member of the Marketing team and will be reporting directly to the Senior Vice President of Marketing and Communications. The role is responsible for overseeing the development, planning and execution of the overall digital marketing strategy for the organization – while partnering with brand/product leads on marketing and other program & fundraising stakeholders across the organization. This team member will spearhead the MMRF's acquisition strategy for new patients and manage the team driving digital engagement across all key audiences, including through email marketing, social media and paid advertising. The role will also oversee all website needs including site updates, new pages and overall site optimization opportunities. This candidate must be able to identify trends and best practices in the digital space to confidently lead digital efforts, to help grow the MMRF's base of constituents-- segmenting, converting, and engaging them throughout their lifecycle. This role will also be key in advancing the organization's marketing analytics best practices.

**Essential Functions:**

- Develop, plan, and implement the overall digital marketing strategy with a strong focus on brand stewardship, audience growth, and project management.
- Drive digital efforts that support organizational programs and initiatives, thinking strategically and holistically about their purpose/benefit, and how to appropriately market or message the program toward its topline goals.
- Drive initiatives and projects in support of Marketing's overall goals of new patient acquisition, patient & donor retention, and diversifying our patient community.
- Manage, train, and develop direct report(s) responsible for driving digital growth and partnering with brand/product marketing and other departmental stakeholders.
- Partner with Brand/Product Managers and senior leaders/stakeholders to drive marketing's plan-building and execution across a variety of programs and groups—e.g., with Events, Development, Patient Education and Research.
- Manage Agency/vendor teams on digital growth opportunities and strategy, creative development of paid media assets, development of email communications and on creation of some digital content (campaigns, video, social, etc.).
- Stay up to date with the latest technology, platforms and best practices. Utilize project management tool/software and other "ways of working."
- Manage and oversee different digital marketing channels, including all the company's social media accounts. Continue to implement strategies driving YoY organic growth of channels (followers & engagement). Own paid strategies and social media content calendar for acquisition and peer-to-peer recruitment for Team For Cures events.
- Lead and manage marketing budget, with ownership of digital functions and associated costs. Oversee planning and scoping for agency partners. Evaluate relationships and drive any new RFP processes for digital services & support required to meet goals.
- Oversee process for measuring and reporting against KPIs, working with digital team to provide insights and analytics. Define for stakeholders in other areas what kinds of insights and information can impact and improve marketing's efforts.
- Track SEO and Google Analytics data and drive analysis.

**Qualifications:**

- Bachelor's degree preferred, with a concentration in a Marketing or Digital Advertising role. Success/proven track record in a digital growth role and environment.
- 5-10 years of experience in a Digital Marketing role in-house for a brand, non-profit, or at a digital agency. Healthcare experience a plus but not required.
- 4-5+ years of 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.
- Experience with CMS software—WordPress a plus.
- Experience with Salesforce or other CRM programs.
- Extensive knowledge of digital & social platforms, including channel strategy.
- Ability to collaborate and thrive in a team-oriented setting and organization.
- Commitment to innovation and problem-solving.
- Commitment to partnering and developing meaningful professional relationships. A true collaborator.

**EEO Statement**



## Associate Director, Digital Marketing

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.*