

Job Description

Communications and Marketing Manager

July 7, 2022

About Amyloidosis Research Consortium

The Amyloidosis Research Consortium (ARC) is a 501c(3) nonprofit organization founded in 2015, harnessing the power of collaboration and innovation to advance science and both improve and extend the lives of those with Amyloidosis. We are dedicated to transforming the way research is being done and focus on what will have the most significant impact on improving the lives of amyloidosis patients. We forge collaborations across industry, research, clinical care, and regulatory to address unmet need and accelerate the discovery of new treatments. ARC empowers and supports patients by ensuring they have access to the best quality care and information.

Amyloidosis is the term for a group of rare diseases in which an abnormal protein misfolds and deposits as amyloid in organs and tissues, causing damage and eventually organ failure. There are different types of Amyloidosis, and they vary from one another in their biochemical nature and natural history. Some are acquired, and others are inherited. In the United States, approximately 4,000 people develop Amyloidosis each year. It is currently recognized to be wildly underdiagnosed, and therefore that number is expected to rise significantly.

To learn more about ARC, visit <http://www.arci.org>.

About the Position

The Communications and Marketing Manager position at ARC is an opportunity to contribute to an organization during a time of transformation and growth. Originally established under the leadership of Isabelle Lousada, to conduct amyloidosis research, ARC has recently grown into becoming a destination of support and resources for patients. The organization is positioned to significantly increase its research portfolio, its network of patients and strategic alliances with other influential stakeholders in the disease community, and to broaden its role as a key thought leader on legislative and regulatory issues that impact the disease community.

The Communications and Marketing Manager will report to the Director of Development and work closely with the CEO. This is an opportunity to play a significant role in the growth of a rapidly expanding organization, and work in a start-up, team-based, entrepreneurial environment.

The Communication and Marketing Manager should be a creative person who combines strong digital communication experience with proven ability to develop content for a variety of media

outlets. They will provide key input to ARC's annual communication and marketing plan and strategies while managing its implementation and producing its content. ARC is looking for a dynamic, self-reliant, and independent thinker who thrives on challenges and is interested in making a difference in the life of amyloidosis patients. ARC is committed to a competitive salary for the right individual.

Responsibilities

- Play a key role in enhancing ARC's brand and visibility by leveraging ARC's communications to represent its position as leading authoritative voice on amyloidosis and rare disease generally
- Provide input into the overarching communication and marketing strategy
- Develop and execute strategies to increase traffic to the ARC Website through Google Ads and SEO
- Develop content/media for each unique stakeholder communication stream, and manage end to end planning and delivery
- Work closely with the Director of Development to integrate fundraising messaging and tools across all distribution channels
- Create communications and marketing collateral that support development campaigns across all platforms, including the Annual Report
- Build and execute a comprehensive social media plan and calendar that includes transition from external content creation and management to internal
- Produce, maintain, and update content on ARC's website, social media platforms, blog, and newsletter
- Oversee the development of marketing materials, including case studies, leaflets, and impact reports
- Provide regular reports and recommendations to Director of Development and CEO based on key metrics
- Maintain and curate targeted distribution lists and other data

Qualifications

- BA/BS in marketing, communications or related field, or equivalent combination of education plus 3-4 years' experience in marketing, marketing communications and branding
- Knowledge of brand design, enhancement and maintenance
- Proven creative skills with a great attention to detail
- Experience working across all digital media channels

- Excellent writing skills and ability to create content for a wide range of formats from social media to in-depth reports to newsletters
- Demonstrated ability to multitask and work under tight deadlines
- Must be detail-oriented, possess strong organizational skills and be able to manage vendors
- A proven self-starter able to work both independently and as part of a small team with the willingness to be held accountable for deliverables
- Proficient in WordPress, Salesforce, Microsoft Suite, InDesign, and Social Media platforms
- Experience in the healthcare and/or nonprofit space a plus
- Perform other duties as assigned
- Occasional travel may be required post pandemic

Personal qualities preferred:

Creative, versatile, flexible, responsive team-minded member, who is curious about learning new content that can be technical at times. A good sense of humor a plus (!)

How To Apply

Applications are reviewed on a rolling basis. To apply, please send a resume, cover letter, and writing sample to Grace Fan at gfan@arci.org. Emails without a cover letter and writing sample will NOT be considered.

Please ensure that your resume, cover letter, and writing sample are sent as Word or PDF documents with the titles “your name cover letter”, “your name CV”, and “your name writing sample.” Please put “**Communications and Marketing Manager – Your Name**” in the email subject line, and please also let us know where you saw the post advertised. Thank you!

Additional Information

Office Hours & Requirement

This position is full-time, exempt, 40 hours per week, Monday – Friday 9-5 pm; opportunity to discuss flex workday schedule to meet employee needs.

ARC will require that all employees are vaccinated with exceptions for medical and religious accommodations. ARC may require proof of vaccination. This role may start as a remote position but will transition to a hybrid working arrangement of 40% on-site at our Newton office. Preference given to applicants located in Greater Boston Area.

Interview Process

Please note that we are currently conducting the majority of interviews and onboarding remotely and virtually. We appreciate your understanding.

Benefits Package

We offer a competitive benefits package including generous paid time off, health insurance, dental, vision, Long Term Disability, Life insurance, and more.

- Paid Time Off: Generous paid time off including holidays, sick leave, and vacation time.
- Medical/Dental/Vision: We offer a full range of contributory medical plans, dental & vision plans; all coverage begins as of your start date, no waiting period for new hires.
- Life/Disability: 100% employer-paid Life and AD&D plan, and Long-term Disability plan.
- Flexible Spending Accounts (FSA): Offer both Health FSA & Dependent Care FSA.
- Other benefits such as Employee Assistance Program (EAP), Worker's Compensation, and more.

Equal Employment Opportunity

We are proud to be an equal opportunity employer – and celebrate our employees' differences, regardless of race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, or Veteran status.

