

We are the American Brain Tumor Association (ABTA). Our mission is to advance the understanding and treatment of brain tumors with the goals of improving, extending and, ultimately, saving the lives of those impacted by a brain tumor diagnosis. We do this through interactions and engagements with brain tumor patients and their families, collaborations with allied groups and organizations, and the funding of brain tumor research.

Founded in 1973, the ABTA was the first national advocacy organization committed to funding brain tumor research and providing information and education on all tumor types and all age groups. For more than 40 years, we have been providing comprehensive resources that support the complex needs of brain tumor patients and caregivers, as well as the critical funding of research in the pursuit of breakthroughs in brain tumor diagnosis, treatment and care. We do all of this from our headquarters in Chicago, IL. We are located near the O'Hare airport with convenient, easy access to both the Blue Line and I-90.

To learn more about us, please visit our website at <http://www.abta.org> (no direct inquiries or third parties please; only online applications will be considered).

To the right Marketing & Communications Director, we offer:

- Health, Dental, Vision, Life, Flexible Benefits, and Disability insurance
- 401(k) matching
- Paid time off and holiday schedule
- Collaborative, team environment
- Entrepreneurial, innovative spirit
- Opportunity to make a difference

Position Summary

The **Marketing & Communications Director** will work closely with the Marketing Manager and Marketing and Communications specialist to develop and implement strategies and tactics that advance the mission of the organization and raise the profile of ABTA, as well as its programs, initiatives and fundraising efforts, through both traditional market segmentation and digital marketing and PR efforts. This position will work collaboratively within the department to ensure overall strategy is effectively achieved.

Position Duties and Responsibilities

Marketing

- Manage the creation and implementation of marketing strategies that foster engagement of key constituents and ensure continuity of organizational messaging.
- Create the overall framework for integrated department initiatives that promote awareness and drive the organization's goals.
- Contribute to division-wide analysis of the competitive market to identify threats and opportunities
- Lead the development and management of website content
- Collaborate with internal stakeholders to develop marketing and PR plans (e.g., Brain Tumor Awareness Month, Patient Services, Fundraising, Events) that support the organization's goals and strategy
- Utilize analytics to drive strategic decision making; Establish and track metrics for measuring public relations and social media effectiveness
- Develop key issues and marketing messages that distinguish ABTA from other brain tumor organizations and disease groups.
- Create, drive, and execute brand story, identity, and voice
- Evaluate market reactions to advertising programs and ensures adjustments of marketing strategies and plans are made to meet changing market and competitive conditions.

Public/Media Relations/Social Media

- Work with the communications manager to develop overall communications strategy and provide guidance to senior managers in the effective implementation of communications activities.
- Drive public relations strategy and execution to position ABTA as a leader in the field.
- Provide direct reports guidance and leadership in strategy development and execution of social media campaigns that communicate ABTA news, promote programs and foster relationships.
- Write timely press releases, advocacy alerts, fact sheets and speeches that reflect and strengthen ABTA's position as a national leader.
- Ensure timely, consistent and relevant dissemination of ABTA and brain tumor news and information to internal and external audiences; Create and manage ABTA Speakers Bureau to respond to medical media requests
- Identify and cultivate traditional and new media relationships and opportunities that result in more prominent and consistent inclusion of ABTA in brain tumor, nonprofit charity, and health features and segments, and which result in increased coverage of ABTA.

General

- Greater emphasis on marketing competencies, but a general understanding of communications and PR that will allow effective management of communication manager and communication specialists
- Supervise Marketing Manager and Communications Specialist, including providing ongoing performance feedback and mentoring for organic career development.
- Metrics orientation and decision-making. A decisive and quantitative leader who takes informed risks, motivates others, and produces high-quality results.
- Entrepreneurial. You're an innovative thinker who will identify opportunities to build our brand and utilizing traditional and non-traditional marketing techniques

Knowledge / Skills / Abilities

- MBA preferred. Bachelor's degree in marketing, business administration or related field.
- Market segmentation and macro level understanding of "go to market" strategies
- Transferable brand strategies, grassroots marketing, events marketing experience a plus
- 7 to 9 years of experience in a marketing department. Healthcare, pharmaceutical, medical device or Non-profit charitable organizational expertise with budgeting responsibilities
- Minimum 5 years of supervisory experience
- Ability to manage communications individuals working with Google analytics, video and photography
- Content and message creation experience required
- Cross-functional team management; Ability to break down silos
- Strong writing skills. Ability to compile and transform knowledge into creative, exciting, and useful messages, and disseminate information to appropriate target audiences through optimal distribution channels.
- Excellent verbal and written communication skills, with strong editing skills
- High level of organization and attention to detail, strong process orientation, demonstrated capability to interface and maintain effective relationships with all departments and employees in a team oriented environment
- Ability to simultaneously manage multiple projects with varying timeliness and deadlines
- Ability to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- Strong proficiency using Microsoft Office, including Word, Excel and PowerPoint
- Advanced social media navigation skills, including effective usage and application

Work Environment

The work environment may involve moderate risks or discomforts, which require special safety precautions (e.g.,

automobile and airplane travel). This position may require some travel, up to approximately 10% travel. Additionally, while performing the duties of this job, the employee may be exposed to weather conditions prevalent at the time. The noise level in the work environment is usually moderate.

Physical Demands

The work requires some physical strain such as long periods of sitting and walking while handling company business. The employee must occasionally lift and/or move up to 25 to 50 pounds, including boxes of ABTA literature. Specific vision abilities required by the job includes close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Equal Opportunity Employer

ABTA in conformity with applicable laws is an Equal Opportunity Employer and does not discriminate on the basis of race, color, sex, sexual orientation, age, religion, national origin, or disability.