Marketing & Communications Manager – Position Description

POSITION: Marketing & Communications Manager

REPORTS TO: Chief Operating Officer

LOCATION: Clinton Township, MI or Washington, DC (Remote consideration)

DUTIES & RESPONSIBILITIES: The Marketing & Communications Manager will oversee all internal and external stakeholder communications to advance the Association’s mission and engagement with key audiences in support of strategic and operational objectives, including:

- Work closely with CEO and COO to develop and implement strategic communications plans with focus on diverse stakeholders
- Develop and manage creative awareness and fundraising campaigns for various initiatives such as Autoimmune Disease Awareness Month and #GivingTuesday
- Monitor and increase engagement on digital platforms
- Manage website updates and blog content
- Collaborate with team members to create and maintain CRM outreach lists
- Establish and manage editorial calendar
- Design and produce print and digital marketing material as needed
- Maintain newsletters and collaborate with team members to highlight the Association’s work in advocacy, awareness, education, and research
- Develop and scale online community strategy
- Oversee media communications, including media advisories and press releases
- Coordinate relationships with mar/comm resources, vendors, consultants
- Advise on marketing communications trends, best practices, and style
- Manage programs and projects, as assigned
- Demonstrate a positive, collegial attitude and strong work ethic
- Carry out other duties, as assigned

REQUIREMENTS:

- Bachelor’s degree in communications, public relations, journalism, or a related field
- Minimum of three-year work experience in marketing communications
• Strong written and verbal communication skills with focus on diverse stakeholder populations
• Proven success in social media engagement and management
• Self-motivated and capable of independently leading projects to completion
• Excellent time management, project management and work ethic
• Understanding of and passion for diversity, equity, and inclusivity
• Design experience and knowledge of Adobe Creative Suite, Pardot, and/or WordPress
• Knowledge of online fundraising and/or nonprofit organizations preferred

About the Autoimmune Association
The Autoimmune Association is the world’s leading 501c3 nonprofit organization dedicated to autoimmune advocacy, awareness, education, and research. For over 30 years, the Autoimmune Association has been a pioneer in serving autoimmune patients, sponsoring research, advocating for access to healthcare, and fostering collaboration to identify and explore the common threads that link autoimmune diseases.

The Autoimmune Association does not discriminate on the basis of actual or perceived race, creed, color, religion, alienage or national origin, ancestry, citizenship status, age, disability or handicap, sex, marital status, veteran status, sexual orientation, gender identity, genetic information, arrest record, or any other characteristic protected by applicable federal, state or local laws. The Autoimmune Association is an equal opportunity employer.

Mission
The Autoimmune Association leads the fight against autoimmune disease by collaborating to improve healthcare, advance research, and support the community through every step of the journey.

Learn more at www.autoimmune.org.
Follow on social media: Facebook, Twitter, LinkedIn, Instagram, and YouTube.

Qualified candidates should submit a cover letter and resume to hello@autoimmune.org, with subject line Marketing & Communications Manager, by March 1, 2022.