

**Job Title:** Director of Communications and Marketing

**Department:** Communications, Programs and Services

The Lymphoma Research Foundation is the nation's largest non-profit organization devoted exclusively to funding innovative lymphoma research and providing people with lymphoma and healthcare professionals with up-to-date information about this type of cancer. The Foundation's mission is to eradicate lymphoma and serve those touched by this disease. To date, LRF has funded more than \$60 million in lymphoma research.

The Lymphoma Research Foundation (LRF) Director of Communications is responsible for developing and implementing the Foundation's communications and marketing strategies, including digital communications and social media efforts, public relations, and brand management. The Director serves as a strategic advisor to colleagues, assisting them to establish communications priorities, achieve program/fundraising goals, and implement best-in-class communications and marketing strategies. This position reports to the Chief Strategy, Communications and Engagement Officer and is located in the New York City office.

### **Position Responsibilities**

- Develop, manage and evaluate a well-integrated, multi-modal communications and marketing strategy for the Lymphoma Research Foundation that enables the organization to continue to grow its national presence and audience.
- Develop outreach and engagement strategies to attract and retain key audiences; increase constituent engagement and develop ways to reach new audiences through increased strategic outreach and awareness.
- Create and oversee the implementation of a strategic plan to generate media coverage, to advance the goals of individual projects, build awareness of lymphoma and raise LRF's institutional profile.
- Manage and direct all aspects of organizational communications, media relations and press inquiries.
- Work closely with LRF executive team on internal and external messaging development and execution.
- Research, recommend, and prioritize visibility opportunities; coordinate with the appropriate LRF staff and leadership to prepare talking points, speeches, scripts, presentations, and other support material as needed.
- Oversee the communications department's capacity to provide public affairs, communications, and marketing support to LRF leadership and departments.
- Direct and oversee production of national publications, including the annual report, marketing/development collateral, electronic communications, website content, social media content, and mobile app content; develop and lead editorial processes to ensure LRF is advancing its mission.
- Ensure cohesive messaging and branding across all communication mediums (print, e-mail, social media, web, etc.) and supervise the internal integration of branding concepts and guidelines.
- Oversee the development and inventory of communications materials for staff and external audiences.
- Direct the work and services provided by outside vendors as they relate to communications, graphic design and branding.

- Collaborate with department directors to ensure appropriate cross-promotion of Foundation's mission throughout all focus areas.
- Work closely with the development team to advance the organization's mission.
- Plan and develop multi-modal national awareness campaigns to increase visibility and drive engagement with the organization.
- Oversee the management of all department program analytics and outcome measures, utilizing key analytics to drive innovation in outreach strategies.
- Prepare and submit grant reconciliation reports and key analytics reports for supporters and executive leadership.
- Prepare an annual budget for the Communications Department and ensure that budgeting supports the organization's mission and strategic plan, and facilitates efficient and effective use of resources.
- Mentor and manage a team of three to support the development and execution of communications strategies.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.

## Candidate Requirements

- Bachelor's degree from an accredited four-year college or university with a degree in Public Relations, Communications, Marketing, Journalism or related field; advanced degree preferred.
- Five or more years of professional experience or training that provides the required knowledge, skills, and abilities. Experience in the field of healthcare, medicine or scientific research preferred.
- Excellent writing and verbal communications skills; strong understanding of audience stratification, messaging and branding.
- Staff/ colleague leadership experience, including the ability to manage and coach staff members while establishing individual responsibilities and accountability.

## Apply

- Please e-mail resume and cover letter with salary requirements to [ptorney@lymphoma.org](mailto:ptorney@lymphoma.org) and put "Director of Communications and Marketing" in the subject line. Please note that all applicants invited to participate in the interview process will also be required to complete an application and are subject a background check.