



Marketing and Communications Manager Job Description

POSITION DESCRIPTION

The Marketing and Communications Manager is a full-time employee of the Les Turner ALS Foundation and reports to the Associate Executive Director. This individual is responsible for the development and implementation of all Foundation marketing and communications efforts. One of the primary goals of the position is to maintain the brand integrity of the Les Turner ALS Foundation and strategically position the Foundation as a trusted source for ALS knowledge and as Chicagoland's leader in ALS care and research across all communication media. S/he is responsible for consistent and cohesive messaging that speaks to the ALS community at large, as well as specific target audiences within the ALS community.

DUTIES AND RESPONSIBILITIES

1. Develop, manage and execute an annual strategic marketing and communications plan for the Foundation to span across all communication media (online and offline) and reach appropriate target audiences, based upon specific performance goals. Evaluate the success of various strategies and provide and implement recommendations for improvement.
2. Proactively provides innovation across all communication vehicles that the Foundation uses (offline and online) and provide competitive insight into our communications and branding strategies. Analyzes potential new products/media to enhance the marketing/communications work of the Foundation.
3. Actively works to build a broad understanding of not only the Foundation and the disease, but also the work of other ALS groups, both locally and nationally. Understand and interpret how the work in the ALS community at large affects the Foundation and address this knowledge in communication efforts. Identify and pursue opportunities for collaboration with other organizations on communications efforts.
4. Develop, manage and produce materials to create a cohesive image and message for print and all offline communication vehicles, including, but not limited to the following:
 - a. Newsletter
 - b. Brochures and information kits
 - c. Annual report
 - d. Events (invitations, posters, postcards, etc)

Ensure that all materials are developed and distributed according to an appropriate timeline.

5. Develop, manage and maintain all online communication vehicles, including but not limited to:
 - a. Foundation website
 - b. E-mails
 - c. Online social media (including Facebook, Twitter, blogs, etc)Ensure that all materials are developed and distributed according to an appropriate timeline.
6. Plan and manage external communications effort with public relations consultant, including but not limited to:
 - a. Publicity for special events
 - b. Working with internal staff to actively provide leads to PR consultant and create opportunities with patient/family/research stories
7. Work in tandem with Associate Executive Director and Executive Director to develop concept and content for annual appeal. Manage all aspects of the production of the annual appeal, including but not limited to budget, design, printing, data management and direct mail process.
8. Serve as recording secretary by taking and distributing board minutes.
9. Provide strategic leadership to the Communication committee. Set the yearly agenda for the committee and actively manage the committee to accomplish their goals.
10. Attend and prepare for board meetings (six per year). Attend Foundation programmatic events as available.
11. Other duties as assigned by Associate Executive Director.

TO APPLY, PLEASE E-MAIL YOUR COVER LETTER, RESUME AND A WRITING SAMPLE (NO LONGER THAN THREE PAGES) TO JOBS@LESTURNERALS.ORG. NO PHONE CALLS PLEASE.

QUALIFICATIONS

- Bachelors Degree and 4-7 years demonstrated, progressive experience in planning, marketing, communications and media relations.
- Excellent business acumen and broad experience/understanding of all facets of marketing.
- Excellent organization and project management skills.
- Outstanding written and oral communication skills.
- Strong analytical thinking, problem solving skills and communications skills (both written and oral) with attention to detail.
- Proven ability to successfully handle multiple projects and meet critical deadlines and manage graphic design projects.
- Must be a team player with a excellent interpersonal skills and a commitment to relationship-building for the Foundation, both internally and externally.
- Results-oriented and a passion for creativity
- Flexibility to attend evening and/or weekend meetings and/or events.

- Proficiency with Microsoft Office applications, with a strong knowledge of Excel. Knowledge of Adobe and Dreamweaver also a plus. Knowledge of graphic design programs such as InDesign preferred.
- Knowledge of Raiser's Edge a plus.

ORGANIZATION OVERVIEW

Established in 1977, the Les Turner ALS Foundation is one of the nation's preeminent organizations dedicated to raising funds for the treatment and elimination of amyotrophic lateral sclerosis (ALS), better known as Lou Gehrig's disease. The Foundation has been affiliated with Northwestern University Feinberg School of Medicine since 1979, where it funds both a clinical care program and world-class scientific research. The Les Turner ALS Foundation's patient service programs are available to all ALS patients and caregivers in Chicago and the surrounding areas, regardless of where they receive their medical care. These services include support group meetings, professional in-home consultation services, communications and durable medical equipment programs, respite care grants and many educational activities.