



## **Position Description: Marketing Communications Officer**

The Michael J. Fox Foundation for Parkinson's Research (MJFF) was founded in 2000 with one clear objective: accelerating meaningful therapeutic advances and, ultimately, a cure for Parkinson's disease. Our aggressively funded research agenda is a core part of our strategy towards achieving this mission, and the development of this agenda and management of our research portfolio is driven by a team and advisors with both scientific and business expertise. Since inception, MJFF has quickly grown into the largest funder of Parkinson's disease research outside the U.S. federal government, having funded nearly \$196 million in research projects globally in both academic and industry labs. At year-end 2009, MJFF had a \$50 million annual revenue budget and 47 full-time employees. The Foundation funds research globally and works with donor constituents primarily in the United States. This position is an onsite position in our New York (Wall Street Area) office and is not conducive to telecommuting. Some travel will be required.

### *Position Description:*

Reporting to the Vice President of Communications and Marketing, the Marketing Communications Officer is charged with coordinating the timely deployment of integrated marketing programs that will build and promote the Foundation's brand. We are looking for a well-organized junior marketing communications professional with strong critical thinking skills and an understanding of/appreciation for health sciences and/or biomedical research to join our dynamic team.

Given the Foundation's commitment to running a lean organization, it can be expected that the Marketing Communications Officer's learning curve and responsibilities will develop and deepen in a relatively short time.

### *Responsibilities Include:*

#### Administrative

- Schedule meetings/maintain VP calendar
- Provide other administrative support for VP
- Manage department budget
  - Process invoices; forecast and manage expenses/expenditures against budget

#### Project Management

- Project manage creation and deployment of marketing and communications campaign deliverables by internal teams and external vendors
- Manage timely development and review of creative briefs, scopes of work, estimates, etc.
- Ensure that deployment of deliverables meets stated objectives and budget
- Ensure the flow of all communication among team members
- Track, analyze, package and present online, publicity and marketing program results
- Provide ongoing ROI analysis of efforts

#### Marketing Communications

- Create targeted blogger and journalist media lists and collaborate with Associate Directors to deploy and track communications campaigns
- Write press releases as necessary
- Help respond to incoming media requests and proactively follow up on media pitches
- Coordinate partner marketing and media plans
- Create and manage editorial calendar
- Create and update PowerPoint presentations

- Identify and help book high profile speaking engagements to maximize visibility for leadership team

#### Brand Identity

- Maintain and disseminate brand identity assets and guidelines, and ensure proper implementation of visual identity and brand messaging
- Drive brand architecture consistency across departments
- Define, create and maintain marketing and communications wiki and associated workspaces and tools
- Create and maintain digital asset database
  - Responsible for uploading, tagging, rights management and overall management of images to asset management system

#### *Qualifications and Experience Needed:*

- BA degree
- At least 3 years of marketing and communications experience, preferably in agency or on client side
- Excellent strategic and critical thinking skills
- Superior writing skills
- Demonstrated project management experience.
- Proven ability to manage several projects at once and work well in a fast-paced, deadline driven environment
- Superior writing skills
- Strong analytical and financial skills
- Ability to multi-task and continually re-prioritize
- Ability to create and maintain systems
- Ability to work under limited supervision
- Self-starter who works independently with initiative and self managed deadlines
- Proven ability to work both independently and in a team environment
- Strong customer focus and attention to detail
- Can do, positive attitude and a team orientation
- Strong understanding of integrated marketing
- Experience working cross functionally and in a matrixed organization
- Adept at creative thinking and problem solving
- Persuasive and able to succinctly communicate ideas
- Working knowledge of html and graphic design software
- High level of proficiency in Microsoft Excel, PowerPoint and Project

#### *How to Apply*

Interested candidates should send a resume and thoughtful cover letter describing your specific qualifications and interest in the position to [foxjob@michaeljfox.org](mailto:foxjob@michaeljfox.org). Please be sure to include **Marketing Communications Officer** in your subject line. Please, no telephone inquiries and do not contact our staff directly. Applicants who best match the position needs will be contacted.

*The Michael J. Fox Foundation is an equal opportunity employer.*