Director, Digital Marketing

The Michael J. Fox Foundation

April 30, 2014

The Michael J. Fox Foundation for Parkinson’s Research (MJFF) was founded in 2000 with one clear objective: finding a cure for Parkinson’s disease (PD) in our lifetime. The Foundation applies extraordinary scientific, business and media assets to this singular focus—thus creating a unique and dynamic organization. Since inception, MJFF has quickly grown into the largest nonprofit funder of Parkinson’s disease research worldwide, having funded more than $450 million in research projects in academic and industry labs worldwide to date and $70 million in 2013 alone. We exist to put ourselves out of business, so we do not hold an endowment and instead spend what we raise quickly and efficiently; 89 cents of every dollar spent goes directly to research programs. Today, the Foundation has about 90 full-time employees.

Core to our philosophy is how we think of our capital and its risk profile relative to other stakeholders in the drug development pipeline. We work aggressively to de-risk various treatment ideas and tools in the hopes of building a robust pipeline of new treatments for patients.  In order to achieve our mission of finding a cure for PD it is critical that we engage with, and bring together, members of the PD community including researchers, physicians, health professionals and most important, people with Parkinson's and their families. We believe that raising the Foundation’s profile with a broader audience online will help us more efficiently reach and mobilize highly engaged stakeholders who are more likely to feel personally vested in helping speed progress toward a cure.

Position Description:
The rapid and prioritized growth of digital communications at the Foundation (since 2011, we have doubled our website traffic and email list and increased our Facebook audience from 17,000 to 336,000) requires adding an important new member to our team – we are searching for an energetic, highly motivated Director of Digital Marketing. Reporting to the Chief Digital Officer, and managing a team working on social media strategy and CRM analytics, this position will be responsible for taking our digital marketing initiatives to the next level as we seek continued growth in all audiences (patients, researchers, Foundation supporters). The primary need is for a hands-on architect of a rational and integrated structure for all online marketing activities, including email, websites, ecommerce, online advertising, and social media campaigns, in order to attain  analytics-driven performance improvement on engagement conversions across the board.

A quantitative and strategic marketer (not a creative), the Director will develop the digital marketing strategic vision by partnering with teams across the Foundation, including brand marketing and communications, web development, fundraising, research programs and clinical trial recruitment to deliver the most relevant content to our community. We already have a robust content marketing strategy which is currently better staffed for high-quality content generation than for the definition and continual analysis of SMART metrics that will help us nimbly set and adjust plans for meeting our ambitious engagement goals.

The Director will establish best practices to ensure deliverables that meet the needs of various teams and measure effectiveness using established metrics such as email open rates, unique web visitors and social engagement, ultimately resulting in fundraising revenue, clinical trial volunteers and researcher interactions. The ideal candidate will possess deep, hands-on experience managing online marketing campaigns, either with a large consumer or non-profit brand or interactive agency. The candidate should be forward-thinking with extensive analytical and client support skills.

Responsibilities include:
• Create an inbound and outbound digital marketing strategy for the next phase of audience growth and engagement driven by specific and measurable customer analytics
• Develop a robust, data-driven understanding of our audience and build a framework to capture the necessary information within our salesforce CRM.
• Create a strong email marketing strategy that includes increased growth, planning, production, segmentation, A/B and multivariate testing, and creative optimization. We are looking for an individual who will have a strong voice in helping the content generation teams get smarter about how to optimize outbound digital communications.
• Use data to continuously test, measure and optimize email performance.
• Manage the social media team to effectively engage and grow our community through calls to action on our commitment curve.
• Continually experiment with all paid online marketing channels and our website to improve key conversion metrics.
• Work closely with Marketing & Communications, Annual Giving, Team Fox and Research Partnership team members on integrated, multi-channel campaigns to meet cross-Foundation goals.
• Establish the metrics of success to understand the ROI of online marketing investments.
• Lead on recommendations for better marketing analytics tools.

Desired Skills and Experience:
• Bachelor’s degree, advanced degrees a plus.
• 5+ years of experience building and managing large and integrated online marketing programs as well as managing teams and budgets.
• Deep knowledge of SEM/SEO, email, social and mobile as well as a working knowledge of current and emerging trends and technologies.
• Strong analytic skills with extensive experience working with marketing analytics tools
• Working knowledge of Salesforce and Convio Luminate platforms a plus.

Additionally, the ideal candidate will possess the following personal attributes:
• Passionate about data and online marketing, with an ability to assess, formulate and deliver data driven marketing solutions.
• Positive can-do attitude and enthusiastic about problem solving
• Creative, resourceful, self-starter, solutions oriented
• Able to multi-task and deliver under tight deadlines
• Strong, executive-level presentation skills
• Well organized
• Proven ability to influence cross-functional teams without formal authority

This is an onsite position in our New York City office and is not conducive to telecommuting.

How to Apply

Interested candidates should submit a resume, links to a portfolio or relevant work samples, and thoughtful cover letter describing their specific qualifications and interest in the position. Please click on the following link <http://jobsco.re/1asJp0q>. Submissions without cover letters will not be considered. Please, no telephone inquiries and do not contact our staff directly. Only applicants who best match the position needs will be contacted.

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