

Melanoma

Research Alliance

POSITION: Director, Communications and Engagement

REPORTS TO: President & Chief Operating Officer

LOCATION: Washington, DC (preferred) or New York City

POSITION TYPE: Full-time, Exempt

About the Melanoma Research Alliance and Our Impact

The Melanoma Research Alliance (MRA) is the largest private non-profit funder of melanoma research worldwide. Founded in 2007, MRA's mission is to end suffering and death due to melanoma by advancing the world's most promising science and research. MRA provides critical funding for melanoma research that propels advances in prevention, diagnosis, treatment, metastasis, and survivorship.

MRA brings together and connects a global brain trust in science and cancer research and provides them with the funding and flexibility to pursue their most innovative ideas enabling our funded researchers to make discoveries and breakthroughs in record time.

MRA-funded researchers have been behind every major breakthrough in melanoma research. Since our inception, more than 17 new therapeutic approaches for melanoma have earned FDA approval. Today, patients have more treatment options than ever before and many are living longer, fuller lives as a result. The melanoma community is leading the way for oncology as a beacon of innovation and scientific excellence. Despite this progress, it still isn't enough, as half of patients facing advanced melanoma are still not benefiting from available treatments and with more than 100,000 new cases of melanoma that will be diagnosed in the United States this year, there is more critical work to be done.

MRA is recognized as one of the most fiscally efficient non-profits in the country. Because MRA's Founders, Debra and Leon Black, generously cover 100% of MRA's administrative and operating costs, every dollar donated is invested directly into MRA's scientific and research program.

MRA is hard at work unraveling some of the biggest unanswered questions facing melanoma patients today. Breakthroughs happen when we work together. Join our team!

www.curemelanoma.org

About the role:

MRA is looking for a Director of Communications and Engagement who can bring strategy, innovation, and creativity to effectively draw greater awareness of our mission, importance, and impact. The Director of Communications and Engagement oversees all aspects of MRA's integrated communications and engagement strategies and programming. This role leads communication strategies across multiple channels, donor audiences, the scientific and patient community, and corporate partners to elevate and enhance MRA's public profile.

With one direct report (digital engagement and communications manager) and support from external agencies and vendors, the Director of Communications and Engagement has oversight of MRA's branding, storytelling, email marketing, public relations, media partnerships, publications, creative design, multimedia and video, websites, social media, media relations and issues management and all other external communications.

The Director of Communications and Engagement will work closely with MRA's senior leadership team, Board of Directors, scientific leadership, and advisors to develop and implement strategies that effectively communicate MRA's mission, the extraordinary progress of melanoma research as well as MRA's leadership position in the field of scientific research.

What you will do:

- Develop brand building and storytelling strategies that further MRA's strategic goals and elevate MRA's brand recognition across an array of audiences.
- Lead communications strategy and media relations for key pillars including Melanoma Awareness Month, scientific investment cycles, MRA signature events and thought leadership.
- Serve as the strategic lead for the launch of MRA's investment in a website refresh including content strategy and development, site architecture and search engine optimization.
- Develop and implement MRA's digital strategy. Ensure a growing digital and social media presence that deepens engagement and increases revenue while maintaining brand integrity and message consistency.
- Lead MRA's patient engagement efforts including content resources to educate the broader melanoma community about the impact of MRA's work and recent advances in the field. Serve as strategic lead for MRA's Patient Forum held with MRA's Scientific Retreat.
- Manage concept creation, development, and promotion of high-quality MRA materials, including: our annual report, brochures, press releases, blog posts, op-eds, reports, backgrounders, etc.
- Assist in marketing, promotion, and patient engagement with MRA's RARE Melanoma Registry (www.raremelanoma.org).
- Direct and monitor communications and engagement vendors, consultants, and freelancers within the allocated budget for the department.

What you bring:

- At least 5 years of marketing and communications experience in a nonprofit or corporate setting with strengths in brand building, innovating engagement strategies, inspiring commitment to mission and sound business acumen. Experience in medical research, cancer research and/or patient engagement communications a plus.
- Deep interest in MRA's mission, medical research, and the ability to distill complex scientific material and communicate compelling stories, data, research breakthroughs and scientific insights to a broad cross-section of audiences.
- Understanding of the continuously evolving communications, media, and digital engagement landscape.
- Brand positioning development, management experience across all media, including digital platforms.
- Experience working with design for both print and web, including basic competencies in html, search engine optimization, and design with various programs for both print and web.
- Data-driven approach to evaluating impact and overall decision-making.
- Experience functioning as a strategist and partnering with senior leadership, board members and others.
- Ability to create and drive strategy while being a hands-on implementor.
- Accustomed to working, problem solving and collaborating thoughtfully in a dynamic environment.
- Proven success in leading, mentoring and motivating a high performing team.
- Bachelor's degree in marketing, communications, public relations, journalism, or related field. Master's degree in communications or public health a plus.

What we offer:

- MRA is committed to practicing salary transparency. The salary range for this role is \$110,000 to \$130,000. We construct our salaries in such a way that staff can move through the range within their position level. As such, most candidates will start at \$110,000 to \$115,000, with flexibility for a possible few outstanding candidates based on the above required on specific skill sets and experiences. This position is also eligible for performance-related bonuses.
- Comprehensive medical, dental & vision benefits including an employee assistance program to help with mental health, financial and legal matters for all employees and their eligible dependents.
- A 403b retirement investment plan with a 5% match.
- Life & Disability insurance (Basic, voluntary and AD&D, short-term and long-term).
- Flexible Spending Accounts (health, dependent coverage, transit/commuters FSAs).
- A generous and flexible schedule of paid time off in addition to the paid holidays we observe.
- Paid parental/family leave.
- An investment in everyone's professional development including learning cloud programs, scientific retreats and forums, networking opportunities, lunch and learns, conferences, leadership mentoring with access to top minds in science, research, medicine, and business.

The fine print:

- This position is based in Washington, DC; however, for the right candidate, we will also consider the potential of a New York City based candidate. While performing the duties of this role, you would work in a hybrid, in-office (two days a week) and remote arrangement.
- Some travel is required for this role including MRA events, scientific, and patient engagement conferences.
- We are committed to ensuring a safe environment for our staff, partners, and visitors. All MRA staff are required to be fully vaccinated against COVID-19 unless an exemption required by law is applicable.
- Successful candidates will be subject to an authorized background check.
- We are interested in qualified candidates who are eligible to work in the United States. Please note, we are not sponsoring visas at this time, being authorized to work in the U.S. is a precondition of employment.

The statements herein are intended to describe the overall nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.

How to apply:

Please send your resume to employment@curemelanoma.org with the following subject line:

Director, Communications and Engagement

Deadline to apply is Friday, April 12, 2024.

Only short-listed candidates will be contacted. No phone calls please. All inquiries will be held in confidence.

What you can expect if you move forward in the recruitment process:

- Initial interview with MRA's President and Chief Operating Officer Interview (45 minutes)
- If you are selected for the next round, an interview with MRA's Chief Executive Officer, Chief Science Officer, and Digital Engagement & Communications Manager (90 minutes in total)
- Reference check and background check
- Offer

Our culture and commitments:

Every person at MRA is treated with respect, supported with resources and training, and exposed to a broad range of experiences. We foster a space for growth with opportunities to share knowledge and passion with colleagues and the scientific and patient communities we serve. We are committed to building a diverse workforce and creating an inclusive environment where everyone can thrive. Our leadership is actively involved in our commitment to diversity and inclusion, and fostering a culture that creates opportunities for everyone.

MRA upholds an equal opportunity employment policy and employs personnel without regard to race, creed, color, ethnicity, national origin, ancestry, religion, sex, sexual orientation, gender identity or expression, marital status, age, physical or mental ability, veteran status, military obligations, genetic information, or any other basis protected by applicable law.

This policy applies to all applicants, employees, consultants, and third-party workers.

To request disability accommodation to participate in the job application or interview process, please contact us at info@curemelanoma.org.