

Our client, the American Parkinson Disease Association is currently seeking a **Marketing & Communications Manager** to join their growing organization. This a **remote** position, however candidates **must live in the tri-state** in order to travel to events and meetings. The ideal candidate has extensive experience in marketing and communications, media relations, writing and editing, social media, content creation, preferably in a nonprofit organization.

**AMERICAN PARKINSON DISEASE ASSOCIATION:**

Every day, the American Parkinson Disease Association (APDA) provides the support, education, and research that will help everyone impacted by Parkinson's disease live life to the fullest. APDA is a nationwide grassroots network dedicated to fighting Parkinson's disease, a chronic, neurological disorder, and works tirelessly to help the approximately one million people with Parkinson's disease in the United States live life to the fullest.

Founded in 1961, American Parkinson Disease Association has raised and invested more than \$252 million to provide outstanding patient services and educational programs, elevate public awareness about the disease, and support research designed to unlock the mysteries of Parkinson's disease and ultimately put an end to this disease.

The organization's 2022-2024 Strategic Plan outlines ambitious targets, including:

1. Expand constituent-centric, evidence-based, and impactful programs, services, and research that improves quality of life throughout the disease continuum.
2. Cultivate partnerships and collaborations to expand and elevate mission delivery to meet Parkinson community needs.
3. Expand reach to under-served, under-studied and under-represented communities to promote health equality and access to care and provide education and support.

**THE ROLE:**

The Marketing & Communications Manager will be an experienced professional that will assist in the development and implementation of an annual comprehensive, strategic marketing and communications plan for APDA. This position will report to and work closely with the Vice President of Marketing & Communications in the development and execution of strategic marketing and communications plans that will identify and maximize opportunities for brand awareness and growth and support the fundraising efforts of the organization.

You will have the ability to:

- Manage and maintain an editorial calendar to support organizational goals, increase audience engagement, extend program support, and build awareness across all communication channels.
- Collaborate with VP of Marketing & Communications to develop and manage processes and consistency for the department and the organization as a whole.
- Monitor national website content, along with Chapter microsites, to ensure the organization's online presence is accurate, up-to-date, and adhering to brand values and guidelines.
- Manage the creation of Annual Report, assist with quarterly newsletters, and other marketing materials.
- Identify and compile patient, donor, and researcher stories from across organization for use in social media, direct marketing, and other communications.

- Review and edit communications including email marketing (e-blasts), blog posts, internal memos, presentations, etc., as needed.
- Handle basic video editing and graphic design work for various marketing and communications efforts and campaigns.
- Help create and maintain marketing and communications tools and templates for Chapter use (fliers, brochures, key messages, web content, etc.).
- Monitor brand and logo usage across the organization to ensure compliance with brand standards.
- Ensure all content is developed through a lens of diversity, equity, and inclusion; representing the communities we serve across all marketing and communications platforms.
- Manage and conduct proactive and reactive media relations and secure high-quality media coverage at national and regional levels across all types of media. Draft media materials, including press releases and media pitches.
- Assist Chapters with securing local media coverage, when appropriate.
- Manage distribution and tracking of press releases and media alerts for organization, track APDA media coverage.
- Maintain an understanding of the shifting media landscape (particularly in the Parkinson's disease space) and anticipate news cycles and trends that provide opportunity for APDA messaging.

#### **YOUR EXPERTISE:**

- Bachelor's Degree required, preferably in communications, marketing, journalism, liberal arts, business, public administration, health sciences or a closely related field.
- 5-8 years of experience in communications, public relations, journalism, or other related fields.
- Excellent verbal and written communication skills, with ability to engage, inspire, build credibility, and engender trust with diverse audiences.
- Demonstrated experience in managing social media, website, and content channels on behalf of an organization or brand.
- Experience producing original content, newsletters, and other promotional materials.
- Skilled editor with precise attention to detail.
- Deep knowledge of social media channels, online communications tools (emails and surveys).
- Basic video editing skills and proficiency in graphic design software (Photoshop, InDesign, and/or Canva).
- Media relations/public relations experience and demonstrated success in earned media placement.
- Working knowledge of online media tracking tools, such as Cision.
- Familiarity with Content Management Systems, such as WordPress.
- Knowledge of SEO, keyword research and Google Analytics.
- Familiarity with CRM/donor databases, email marketing segmentation.
- Thorough understanding of diversity topics, issues, and sensitivities.
- Ability to work independently and efficiently, establish priorities, handle multiple projects, and meet deadlines.
- Bilingual (Spanish), a plus.
- Personal qualities of integrity, credibility, and a commitment to and passion for American Parkinson Disease Association's mission.

## **Salary and Benefits:**

**Starting Salary Range:** \$82,000-\$87,000. Annual salary based on background and experience.

- Medical, Dental and Vision on the first day of the month after start date.
- 401K after three months of service (no company match)
- Life Insurance.
- Pension eligible after one year of service and fully vested after five years of service.
- HSA & FSA spending accounts available.
- Paid time off in addition to standard holidays.

*\*\*\* Successful candidates are required to be fully vaccinated for COVID-19, absent medical or religious accommodations.*

Have we described a role that you have been seeking, along with a set of skills you possess? If so, we'd like to hear from you!

**Please forward your resume to: Sharon Bickford [sbickford@operationsinc.com](mailto:sbickford@operationsinc.com)**

We're Operations Inc, a Human Resources Outsourcing and Consulting firm. Since 2001, Operations Inc. has been supporting a base of over 1,400 clients with their diverse and evolving HR needs.

*The American Parkinson Disease Association (APDA) provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, APDA complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation, and training. APDA expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of APDA's employees to perform their job duties may result in discipline up to and including discharge. APDA will provide reasonable accommodations for qualified individuals with disabilities.*