ABOUT THE ORGANIZATION

With an estimated 30 million Americans living with peripheral neuropathy, The Foundation for Peripheral Neuropathy (FPN) is committed to advance the pace of innovative scientific discovery, accelerate cures and enhance awareness and education for peripheral neuropathy. Celebrating its 15th anniversary, FPN is the only organization in the U.S. that aggressively funds and fosters collaboration among today’s most gifted neuroscientists and physicians who are dedicated to neuropathy research and treatments to develop new and effective therapies that can reverse, reduce and—one day—find cures for peripheral neuropathy in all its forms. Additional programming includes educational seminars for patients, awareness campaigns, legislative advocacy in Congress and the National Institutes of Health for more research dollars, informational newsletters and brochures for patients and healthcare providers, and a national Peripheral Neuropathy Research Data Repository. Further information can be found at www.foundationforpn.org.

POSITION SUMMARY

The Marketing and Communications Specialist will oversee the Foundation's external communications and marketing functions. This individual will design and distribute external content to donors, patients, and volunteers to highlight its programs and key messaging. He/she will work collaboratively with the Executive Director and Director of Development and External Relations, and with members of the Board of Directors and other Foundation volunteers, to ensure marketing activities align to the organization’s strategy, advance the goals of the Foundation, and positively build its brands.

This is a unique opportunity for an entrepreneurial and innovative individual to be the key driver of programming, awareness and information dissemination for a growing Foundation dedicated to one of the most prevalent neurological conditions in the United States.

This position will start on-site for one day per week, while the remaining days are allowed to work remotely. This remote working arrangement will be evaluated on a regular basis and may be changed based on business and operational needs.

The Marketing & Communications Specialist will be expected to:

• Oversee the creation and publication of all print and digital communications, including newsletters, brochures, direct mail, advertisements, and promotional materials. Produce communications and materials for events and programs.
• Execute a comprehensive marketing and communications strategy for the organization.
• Partner with the Director of Development and External Relations to design donor communications, solicitations, and engagement opportunities, including bi-annual appeal letters and monthly, electronic solicitations.
• Partner with leadership and volunteers to ensure brand and message quality is consistent across all media, programs, and channels.
• Oversee the plan for raising awareness of FPN with patients and physicians, in collaboration with the Executive Director and Director of Development and External Relations. National Peripheral Neuropathy Awareness Week, typically held during the first week of May every year, will be the highlight of such a campaign.
• Research content material for website updates and all new publications and communications.
• Assist with the management of the Foundation’s social media presence and website.
• Oversee the storage of all photo and video content and develop a strategy to maximize these assets.

QUALIFICATIONS

Desired qualifications include:

• Bachelor’s degree in marketing, communications, public relations, or related field
• 4-5 years of related experience – nonprofit experience a plus
• Demonstrated ability to create compelling and effective marketing communications content that engages target audiences
• Proficient in design products (e.g., Adobe InDesign, Photoshop) to produce the necessary collateral (e.g., brochures, printed and electronic newsletters, posters)
• Superior verbal communication, presentation, and interpersonal skills
• Exemplary writing skills, including editing
• Demonstrated experience managing websites, including development of new sites; digital advertising campaigns; and using CRM systems
• Knowledge of local, state and national philanthropic communities a plus
• An ability to work effectively and collaboratively with influential and high-end donors and volunteers
• Commitment to enthusiastically embrace the Foundation's mission and be able to convey that enthusiasm to diverse constituencies
• Exceptional organizational and planning skills
• Talent for working collaboratively and independently in a fast-paced, results-oriented environment
• Proficient in Microsoft Office, including Word, Excel, PowerPoint and Outlook

The above description covers the principal duties and responsibilities of the job. The description shall not, however, be construed as a complete listing of all miscellaneous, incidental, or similar duties which may be required from day-to-day.

EEO STATEMENT & DISCLAIMER

Equal Opportunity Employer. All qualified applicants are encouraged to apply and will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, protected veteran status, or any other legally protected characteristic or status. Nothing in this job description restricts management’s right to assign or reassign duties and responsibilities to this job at any time.

TO APPLY

Please e-mail a resume, cover letter, and both a writing and design sample to HRDEPT@Benida.com for consideration.