

## Marketing and Development Manager

### **Position Summary**

The Genesis Foundation for Children seeks a collaborative and innovative Marketing and Development Manager (“MDM”) to manage the organization’s brand and marketing, as well as to fundraise and help cultivate external relationships and new supporters.

The MDM will work closely with The Genesis Foundation team to convey the power of our mission and funded services to key stakeholders, expand our reach, create vibrant marketing and event collateral, manage and maintain CRM and email databases, and increase financial support via various fundraising strategies.

This position offers a lot of variety, so we are looking for candidates who have shown flexibility and multitasking capabilities in their current and prior jobs.

The MDM will be expected to represent The Genesis Foundation in a professional and ethical manner with all of our constituents, including Board Members, clinical/therapy program staff, patients and their families, volunteers, and donors. The position is also expected to support the events team at all foundation events when resumed and to attend all board meetings, virtual or in-person.

### **RESPONSIBILITIES**

#### **Brand, Marketing, Communications:**

- Develop and execute annual marketing/communication plan:
  - Manage all social media content, including campaigns, posts, and outreach with a goal of increasing followers and engagements
    - Track property analytics
    - Create strategic ad campaigns
    - Promote foundation events
  - Maintain and improve email marketing database
    - Create monthly newsletter
    - Create drip strategy for new and longtime subscribers, patients, etc.
    - Monitor and improve engagements, opens, and click rates
  - Develop and manage strategic blog content to promote foundation services, patient narratives, thought leadership, and expertise related to rare diseases, disabilities and genetic disorders.
- Design and/or oversee other traditional media/advertising opportunities such as Google Ad Grant, billboards, online banner ads, radio PSAs, newspaper ads, and promotional videos.
- Design event invitations, e-blasts, poster boards, brochures, reports, and other graphics using The Genesis Foundation’s style guide.
- Monitor and update The Genesis Foundation website. Serve as the primary point of contact for web and technical support.

- Write occasional press releases, pitches, and introductions for corporations and community groups. Contact media and coordinate for event coverage.
- Maintain brand standards and clear messaging for all channels of communication using style guide and brand manual, to be updated from time to time.

### **Fundraising, Grants and Finance Support:**

- Plan and execute the year-end appeal with senior management.
- Collaborate with The Genesis Foundation team and Board of Directors to create new campaign initiatives, community.
- Collaborate with Director of Development and Executive Leadership to create materials for major donors, including solicitations, letters, and acknowledgements.
- Maintain CRM and email databases, maximizing their content and use for efficient cultivation and messaging to our stakeholders. Generate donor and prospect reports as requested.
- Assist with obtaining pertinent clinical data, patient stories, and Board of Directors information for reporting and outreach.

### **Program Support:**

- Support patient engagement, including planning of the annual patient holiday party, collaborating with events staff.
- Serve as primary contact for clinical staff at Feingold Center and MotherToBaby, and therapeutic program grantees.
  - Utilize data points, clinical thought leadership, patient stories, etc. for blog posts, social media and fundraising campaigns.
- Triage website inquiries for therapeutic programs and clinical support

### **DESIRED SKILLS & EXPERIENCE**

- Bachelor's degree is required, with 3-5+ years of professional experience, ideally in non-profit marketing, communications or development.
- Strong graphic design skill and experience, adhering to style guide.
- Excellent communication skills are essential.
- Strong skills with Microsoft Office Suite and Adobe Creative Suite (Illustrator, InDesign, Photoshop), HTML experience a plus.
- Experience with the following: website management (WordPress preferred), CRM database management (Salesforce preferred), email management (Constant Contact, Mailchimp), social media for business and related analytics (Facebook, Twitter, Instagram, LinkedIn, Google My Business), Google Ad Grants.
- Experience creating appeal campaigns and annual communications calendar.
- Excellent organizational skills; must be highly detail-oriented and comfortable working on multiple projects year-round while prioritizing and meeting deadlines.

- Proven ability to work successfully within a team as well as an independent self-starter.
- Availability to travel within New England for events and meetings during the week and on occasional weekends and evenings is required. Owning a vehicle for transportation to meetings and events is preferred or a driver's license and ability to rent a vehicle. Office parking is provided.
- A minor degree of physical labor is required to support setup and breakdown of fundraising events, such as lifting boxes, arranging tables, etc.

**To apply for this position, please email a resume and cover letter to:**  
[office@thegenfound.org](mailto:office@thegenfound.org)

**\*\*\*Please note that although the Genesis Foundation staff is currently working remotely, we will require the MDM and other employees to commute daily to the Boston office once it is safe to do so.\*\*\***

### **ABOUT THE GENESIS FOUNDATION**

The Genesis Foundation for Children was founded in 1982 by Dr. Murray Feingold to fund the diagnosis, treatment, coordination of specialized clinical care and therapy for children born with genetic disorders, rare diseases, and disabilities, and has funded more than 65,000 diagnostic, consultation, and therapy visits for children and their families throughout New England. The Foundation's financial resources come from fundraising events, annual giving, individual donations, corporate sponsorships and grants, as well as the dedication of local and national leaders in the fields of medicine, professional sports, and broadcasting. The primary beneficiaries of the Foundation are:

- The Feingold Center for Children at Boston Children's Hospital – Waltham (and Massachusetts medical clinics)
- The MotherToBaby-MA hotline for expecting parents and physicians with questions about health risks that may occur during pregnancy and breastfeeding.
- Therapeutic program grants which provide support for individualized programs offering children with special needs non-traditional occupational and intellectual therapy options such as music or equine therapy.