

## Position Description: **Marketing Manager | The Sontag Foundation and Brain Tumor Network**

### Organization

The Sontag Foundation is one of the largest private funders of brain cancer research in North America. The Foundation was established in 2002 by Frederick and Susan Sontag following Susan's successful battle with a normally lethal form of brain cancer. To date, the Foundation has granted over \$50 million in funding to support brain cancer research. In 2014, the Foundation established The Brain Tumor Network, to provide free navigation services for patients with brain tumors, helping to connect them to brain cancer specialists, second opinions and clinical trials. For additional information see: [SontagFoundation.org](http://SontagFoundation.org) and [BrainTumorNetwork.org](http://BrainTumorNetwork.org)

### Position

The Marketing Manager is responsible for promoting The Sontag Foundation & The Brain Tumor Network's overall strategic marketing goals through use of social media campaigns, website optimization, digital newsletter, print materials, conference and trade shows, and other marketing outlets. This is a full-time, office-based position, in Ponte Vedra Beach, FL with flexibility to work periodically from home. This position may be required to travel to conferences or other marketing events.

### Responsibilities:

- Develop and implement the organizations' annual marketing plans and digital strategies
- Assist with the creation of collateral marketing materials including brochures, website elements, and conference needs
- Maintain social media presence across all digital channels
- Create optimized content for the website and social media platforms
- Develop monthly newsletter and email marketing campaigns
- Research target markets to adapt content accordingly
- Identify the latest trends and emerging topics related to primary brain tumors
- Act as designated point person with external contractors
- Develop and implement digital and social media fundraising efforts
- Coordinate and organize donations
- Collect marketing data for analysis and future growth opportunities

### Qualifications

- Bachelor's degree (marketing or communications preferred)
- 5-10 years prior work experience with an emphasis in digital marketing
- Must be able to work autonomously and possess a strong sense of accountability
- Strong written and oral communication skills
- Ability to generate original content and copy edit
- Must share a passion for The Sontag Foundation & Brain Tumor Network's mission

### Preferred Experience

- Prior involvement in non-profit and/or healthcare sector
- Familiarity with Pardot and Salesforce

- Introductory knowledge of Google Analytics and PPC