

## **MANAGER OF MEDIA RELATIONS AND INTEGRATED MARKETING**

### **FULL TIME, EXEMPT**

#### *About CURE:*

Citizens United for Research in Epilepsy (CURE) is a nonprofit organization whose mission is to cure epilepsy, transforming and saving millions of lives. We identify and fund cutting-edge research, challenging scientists worldwide to collaborate and innovate in pursuit of this goal. CURE is the largest nongovernmental funder of epilepsy research and has given tens of millions in research grants worldwide.

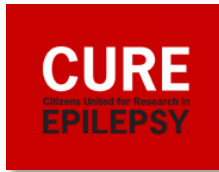
#### *Position Summary:*

The Manager of Media Relations and Integrated Marketing, based in CURE's Chicago headquarters, is responsible for fully leveraging the organization's strategic content by designing, developing and executing strategies to maximize media exposure, awareness of epilepsy, and increase the visibility, reputation and fundraising potential of CURE. This highly collaborative position reports to the Director of Marketing and Communications; limited travel may be required.

All interested applicants should submit a resume and cover letter to [resumes@CUREepilepsy.org](mailto:resumes@CUREepilepsy.org). Due to the large interest in working with CURE, we are not able to take phone calls or personally respond to emails. Potential candidates for open positions will be invited for an interview.

#### *Key Responsibilities:*

- Own CURE media relations strategy and grow meaningful media coverage through cultivating internal and external subject matter experts, establishing relationships with key scientific journalists and publications, and positioning the organization through both proactive and reactive media relations. Must be able to translate the science of epilepsy research for specific audience types.
- Manage integrated marketing communications including but not limited to social media, eblasts, podcasts, physical collateral, exhibitor booths, and ad campaigns.
- Measure and report on CURE's progress in growth and awareness via metric sets and make recommendations on communication strategy.
- Continually use CURE original content in vehicles that most strategically and efficiently maximize exposure of the organization to target audiences.
- Seek out partnerships with appropriate external organizations to amplify CURE's reputation as the leading authority in epilepsy research.
- Ensure web optimization through account management of web requests for internal clients, SEO and collecting user experience feedback.
- Maintain steady monitoring on competitive intelligence in the market.



- Edit and post updated, new, and timely content to all media channels including the website, blogs and social media platforms that meet high standards of editorial quality, relevance, readability, and accuracy. Maintain a consistent voice throughout all content, integrating key messaging strategies across audiences.
- Expand and track online donation initiatives working with development group as a team.
- Manage e-blast campaigns and communications. Set up and send out emails to targeted lists, compile mailing lists based on predetermined criteria with program staff, report on email performance and stats.
- Track progress and performance of initiatives and make recommendations on future strategy.
- Support activities of the strategic communications committee.
- Provide leadership and/or support as requested on special projects, strategic initiatives and day-to-day operations.

The preceding description is not designed to be a comprehensive listing of all duties and responsibilities required of the Manager of Integrated Marketing.

*Ideal Experience:*

- Bachelor's degree; Marketing, Communications, Public Relations or Journalism degree is preferred
- 5 to 7 years of experience required
- Demonstrated progressive career growth with comfort and experience across a broad range of marketing disciplines
- Proficient in Microsoft Office, Adobe, WordPress or similar program
- Superior project management skills
- Exceptional media relations experience
- Excellent with research and data analysis, web and digital strategy, digital engagement
- Entrepreneurial and enterprising mindset
- Proven experience with social media management

*Professional Attributes:*

- Demonstrated results focus & initiative
- Adaptable to a dynamic and fast paced environment
- Committed to the development of self and others
- Must be process oriented and responsible
- Must be a people person, proactive, organized, self-starter with a sharp personality
- Ability to work independently as well as collaboratively