



Retina Foundation

Leading Research... Saving Sight

Position: **COMMUNICATION & MARKETING DIRECTOR**
Department: Development
Reporting To: Chief Development Officer
Status: Full-Time
Location: Retina Foundation of the Southwest, Dallas, TX
Office Based Position
Travel: No overnight. Minimal daily – local appointments only
Benefits: Medical, Dental, 401K, PTO Time
Compensation: Commiserate with Experience
Deadline: Open Until Filled

OVERVIEW

Are you ready to join an organization where you can impact people's lives? The mission of Retina Foundation of the Southwest is to prevent vision loss and restore sight through innovative research and treatment. Established in 1975, the Retina Foundation is a non-profit organization based in Dallas, Texas. We are an internationally renowned eye research institute focused on developing treatments for pediatric eye conditions, inherited eye diseases, and age-related macular degeneration.

The Retina Foundation has an opening for an experienced **Communications & Marketing Director** in Dallas, Texas, who will not only execute in the trenches, but also provide strategic leadership. The candidate will be responsible for planning and implementing all marketing activities at the Foundation as we currently look to amplify our brand, increase awareness about our research, attract new audiences, and engage in new ways with our supporters. The overall goals for the Marketing Director are to (1) help communicate and market the Foundation's research successes and needs, and (2) support fundraising efforts for the Foundation with marketing initiatives for our events, giving campaigns, and more.

Responsibilities include developing and implementing media events, managing all social media, developing media materials, and other tools to inform key audiences about Leading Research...Saving Sight. The position interacts with volunteer leadership, Lab Directors, researchers, staff, philanthropic community, news media, outside organizations, and the general-public. The purpose of these interactions is to enhance the Foundation's public image and increase the flow of news, as well as other information provided to the media. All of this is with the goal of supporting research and fundraising activities at the Foundation.

JOB DUTIES

MANAGE, and/or RESPONSIBLE for:

- Annual Marketing Plan (Strategy and Implementation)
- Social Media Channels
- Retina Foundation Website
- Manage, build, and coach a high-performing volunteer marketing committee.
- Works with staff to ensure implementation of branding guidelines.
- Review documents and projects across the organization to ensure proper grammar, accuracy, relevancy, consistency, and brand compliance.
- Work with our Scientists, Development Team, and Marketing Committee, to better market/advertise specific needs related to departmental needs related to our three core areas – Pediatric eye conditions, inherited eye diseases, and age-related macular degeneration.

DEVELOPMENT, and/or IMPEMENTATION OF:

- Communication Plans that Promote the Foundation's research, events and initiatives.
- Implements awareness campaigns on topics such as: age-related macular degeneration, inherited eye diseases, and pediatric eye diseases. Works collaboratively across the Foundation to develop an integrated approach to such campaigns.
- Assists to fulfill public relations need of corporate sponsored programs.

MEDIA RESPONSIBILITIES:

- Writes/distributes news releases, and media materials as directed, to local/national media. Includes pitching/placing stories in traditional and non-traditional media.
- Secures media participation in Foundation research and events.
- Develop media sponsorship proposals, and secures media sponsorships, as directed.
- Identifies, secures, and media trains local Foundation spokesperson(s).

MARKETING RESPONSIBILITIES:

- Identify/Plan differentiated and impactful marketing strategies/materials.
- Direct and support market research collection, analysis, and interpretation of market data for short term and long-term market analysis/forecasts.
- Work cross functionally to align revenue and marketing strategies.
- Manage marketing budget and expenditures.
- Maintain brand standards and ensure compliance across all marketing and communications channels.
- Coordinate market research to understand our audiences.
- Provide written content for branded emails, social media posts and campaigns, offline marketing materials, stories, and articles for our website.
- Create and manage multi-channel campaigns for the Development team's Visionary Luncheon (our premier annual fundraising event), North Texas Giving Day, Giving Tuesday, Year-End Giving, etc. as well as campaigns to highlight our research accomplishments and recent research activities.
- Represent the Retina Foundation at events both on-site and within the community.
- Help identify opportunities for new content and PR-based projects that drive organizational objectives.
- Collect data to improve quality and effectiveness of marketing initiatives.

QUALIFICATIONS and REQUIRED SKILLS

- MA degree in Marketing, Communications or similar relevant field.
- Previous experience as a Marketing Director and 5+ years of experience.
- Experience applying the principles and practices of communications to a non-profit environment.
- Experience working as a team member with multiple internal and external constituencies: staff, media, external corporations, vendors and volunteers.
- Experience with buzz marketing.
- Proven experience in building a marketing strategy from scratch.
- Outstanding communication, presentation and leadership skills.
- Strong analytical skills and the ability to interpret/extract insights from multiple complex data sources.
- Strong writing, editing and communication skills.
- Passionate about the work, engaged in the mission, goal driven, and a team player.
- Able to work on short timelines as necessary.

ADDITIONAL INFORMATION

Please submit a cover letter and resume to ajohnson@retinafoundation.org

To learn more about the Retina Foundation, please visit www.retinafoundation.org.