

Director of Marketing & Communications

Reports To:	President & Chief Executive Officer (CEO)	Manages:	Graphic Design & Multimedia Coordinator
Remote / In-Person:	Primarily remote; in person regularly	Location:	2118 E. Madison St Baltimore, MD 21205
Exempt / Non-Exempt / Contract / Temporary:	Exempt	Full Time / Part Time:	Full Time
Compensation:	\$70,000 per year		
Benefits:	<ul style="list-style-type: none"> ● PTO - 15 days/yr prorated ● 13 paid holidays ● Employer funded health insurance ● Retirement plan + 3% match ● Employer funded STD, LTD, AD&D and life insurance ● Employer funded employee assistance program ● Monthly reimbursements for cell phone (\$50) and wellness (\$20) 		

About Us: Ulman Foundation (“Ulman”) is a non-profit organization that changes lives by creating a community of support for young adults, and their loved ones, impacted by cancer. We offer support to adolescent and young adult patients, survivors and their loved ones through our patient navigation programs, our traditional and non-traditional support groups, and through Ulman House (“the House”), our no-cost home away from home for those traveling to Baltimore for treatment.

At Ulman, we believe the community of support that we create for our patients begins with creating a community of support amongst our own team. We strive to maintain a work environment where we can all bring our best, most authentic, and whole selves to work, where we feel seen, heard, respected and valued, and where we have the tools, resources and support we need to be successful in our work and in our lives.

Cancer affects us all. The Ulman Foundation supports and recognizes each individual as a whole. No matter where you’re from, what you believe, who you love, or how you identify, you are welcomed, respected and supported within the Ulman community.

About the Director of Marketing & Communications Role: As the Director of Marketing & Communications you will lead the development of Ulman’s marketing and communications strategies, collaborate closely with all parts of the organization to create and execute tactical and targeted marketing plans designed to drive action and engagement with specific audiences, and be responsible for the measurement and evaluation of our marketing and communications effectiveness. You will be a key member of the organization’s leadership team and, as such, will be accountable for the successful achievement of the organization’s strategic priorities and growth. In order to achieve that success you will need to effectively manage your team and vendors, regularly engage with stakeholders, community members, clients and supporters of the organization, coordinate and collaborate with teams across the organization, and lead the development and maturation of Ulman’s marketing and communications capabilities.

Specific responsibilities of this position include:

Management

- Supervise and support the Graphic Design and Multimedia coordinator in her day to day work and personal and professional development
- Establish or evolve processes, procedures, and tools to ensure marketing and communications efforts are being undertaken as efficiently and effectively as possible
- Develop and manage budgets for marketing and communications efforts in collaboration with the rest of the Ulman leadership team
- Manage relationships and engagements with vendors and contractors to support the achievement of Ulman's strategic goals as necessary
- Recruit, hire, train and develop personnel for Marketing & Communications roles as necessary

Marketing & Communications Planning and Execution

- Develop strategic brand marketing plans to ensure that organizational goals are achieved
- Collaborate to develop and execute tactical campaigns including paid digital media and Google analytics considerations both for specific target audiences and for specific events and programs (25th Anniversary, World Cancer Day, Giving Tuesday, 4K for Cancer recruitment, etc.)
- Monitor and adjust strategies and tactics as needed throughout the execution of each campaign
- Debrief performance against KPIs and learnings after each campaign, program, event, etc.
- Partner with the Development team to strengthen relationships with key constituents and the general public resulting in increased contributed and earned income
- Manage ongoing content schedule and content creation for the organization through all relevant media types and channels, including but not limited to emails, newsletters, blogs, social, text, etc.
- Develop and execute Ulman's media relations and public relations strategies
- Drive strategy and lead management of Ulman social media, ensure all content is on-brand
- Lead on-site marketing and communications execution during programs, events and experiences including capturing photos, videos, audio, quotations, and creating social media posts
- In conjunction with the leadership team, develop and execute strategy for integrating strategic planning communications and updates into ongoing communications calendar and efforts

Design

- Lead the creation of all branded marketing and promotional materials, collateral, or templates for programs, events, experiences, development, and service and care delivery
- Work with external printers and vendors to place non-programmatic branded merchandise, promotional items, office supplies, or incentive orders
- Ensure consistent look and feel of all marketing and promotional materials and collateral
- Lead the design and maintenance of all Ulman websites and social media platforms

About You: If you are a creative, innovative, strategic and enthusiastic marketing leader who is looking to jump in and meaningfully impact the growth of an organization, this could be a great role for you. To be successful in this role you must possess both strong technical skills in marketing and communications and strong leadership and relationship management skills. To be considered for this role you must have a high school diploma, have experience in marketing, communications, design or a related field, and have an understanding of and passion for the Ulman Foundation's mission. Ideally you have experience managing people, vendors, stakeholders, and/or client relationships.

To Apply: If you would like to apply for this role, please submit a cover letter and resume to careers@ulmanfoundation.org with "Director of Marketing and Communications" as the subject line.