



Vice President/Director of Marketing
Wellesley, MA

POSITION OVERVIEW

Cure Alzheimer's Fund seeks a collaborative, pragmatic, and hands-on marketing professional to contribute meaningfully to the organization's vital mission of funding research with the highest probability of preventing, slowing, or reversing Alzheimer's disease. This role will play an integral part in the delivery of the marketing and communications strategy across traditional and digital channels. In this way, Cure Alzheimer's Fund can build an even greater awareness of Alzheimer's disease, expand its digital presence, increase donations, and amplify brand recognition.

Reporting into and partnering closely with the Senior Vice President of Marketing & Communications, Barbara Chambers, the Vice President/Director of Marketing will help deliver on a multi-faceted and forward-thinking marketing strategy. You will play an influential role in implementing the communications strategy and managing content development and outreach designed to engage and inform healthcare-based audiences, researchers, prospective donors, current donors, grantees, the media, and staff.

The Vice President/Director will coordinate efforts with internal teams and external production resources so that marketing assets are successfully delivered as planned. You will manage marketing activities across traditional platforms including print, direct mail, radio, television, public relations, and outdoor marketing; and digital platforms including websites, social media, email, blogs, and media sharing platforms. You will also work closely and collaborate with colleagues on the Development team to support their efforts.

With a focus on generating awareness about the need for Alzheimer's disease research, the Vice President/Director will identify opportunities for the organization to use its voice and platform to continue educating about the disease and encouraging support for research. The Vice President/Director will also play a critical role in ensuring that the organization applies an equitable and culturally informed lens to its communications strategy and storytelling practices.

The successful candidate must be an exceptional project manager with a broad range of general marketing experience, highly organized, and able to think strategically and act tactically. They will bring a specific proficiency in maneuvering digital platforms, an ability to anticipate consumer trends while closely following media consumption, a commitment to meeting deadlines, meticulous attention to detail, and the capacity to effectively manage expectations of senior leadership as well as colleagues. You will be expected to exhibit strong professional judgment and to exemplify the mission, core values and vision of Cure Alzheimer's Fund.

RESPONSIBILITIES OF THE VICE PRESIDENT/DIRECTOR OF MARKETING

Specifically, the Vice President/Director will:

- Participate in the development, and delivery of marketing strategies that highlight the work of Cure Alzheimer's Fund and grantee partners.
- Assist in developing strategies and managing implementation across multiple channels including:
 - Digital –websites including curealz.org, womenandalzeimers.org, and facethedisease.org, social media channels (Facebook, Instagram, Twitter, LinkedIn), blogs, and media sharing platforms (YouTube, Vimeo.)
 - Email – follow best practices in email marketing and assess for opportunities with segmentation, monitor analytics
 - Traditional – print materials, direct mail, television, radio, and outdoor advertising.
 - Public Relations – prepare releases and media advisories
- Oversee the work of the Marketing Manager; remain alert to professional development and opportunities to coach and mentor.
- Organize internal teams and external production resources such as design firms, digital resources, printers and fulfillment companies, on timelines and execution for concurrent activities.
- Develop approach for PowerPoint and Keynote presentations.
- Provide management of online presentations and webinars.
- Contribute to key annual initiatives including the Annual Appeal, Alzheimer's Awareness Month, Giving Tuesday, and the organization's Annual Report.
- Proactively identify and recommend opportunities to build the public profile of Cure Alzheimer's Fund and its grantees in the media.

PROFESSIONAL & PERSONAL QUALIFICATIONS

- Bachelor's degree or equivalent work experience is required.
- Vice President: 10+ years of experience in marketing management; Director 7+ years of experience.
- Expertise in digital marketing with a comfort in generalist work across a wide range of traditional platforms, channels, and activities.
- Skilled with online and social media, and communications protocols.
- Track record of implementing and evaluating organizational level marketing strategies and managing marketing products from conception to creation.
- High level of integrity, honesty; committed to authentic and meaningful messaging.
- Flexibility, accountability, and the team-orientation needed to succeed in a small organization with a proven ability to work both collaboratively and separately.
- Excellent social skills; able to build trusted relationships with colleagues across roles, teams, and identities.
- Highly organized; expertly manages multiple projects, priorities, and deadlines; understands the need for a sense of urgency and produces high-quality work product.
- Demonstrates empathy towards individuals and families affected by Alzheimer's disease.
- Proficient in Microsoft Office applications including Outlook, Word, and PowerPoint, and MAC Keynote.

ABOUT CURE ALZHEIMER'S FUND

Headquartered in Wellesley, Massachusetts, the Cure Alzheimer's Fund team is comprised of mission-driven professionals who share a commitment to finding a cure, operate with the highest sense of integrity and collegiality, and continue to learn, adapt, and improve. This high-performing team has helped lead the organization to greater levels of success since its founding fifteen years ago. To date, Cure Alzheimer's Fund has distributed over \$115,000,000 to Alzheimer's research, with many projects resulting in breakthroughs that afford a deeper understanding of Alzheimer's disease to get closer to a cure.

There are currently 6 million people in the United States and 50 million worldwide who have been diagnosed

with Alzheimer's disease. Current estimates are that this represents 25% of the actual number of those afflicted; the others have not yet been diagnosed. Underrepresented racial groups and women are most at risk. Of those who have the disease, two-thirds are women. Blacks are twice as likely to get the disease as whites, and the rate of the disease within the Latinx population is expected to grow by 7x in the next 30 years.

Recognizing that therapies are only possible when based on successful foundational research, board directors **Henry McCance**, **Jeffrey and Jacqueline Morby**, and **Phyllis Rappaport** formed Cure Alzheimer's Fund in 2004 with an unwavering focus on providing research grants to the world's leading scientists researching Alzheimer's disease. The organization's vision has been carefully and ambitiously designed to accelerate research, make bold bets, and eradicate Alzheimer's disease.

The board of directors has also maintained a commitment to the organization itself by covering all operating expenses, ensuring that every dollar raised goes directly to support research initiatives.

Learn more by visiting www.curealz.org.

APPLICATION INFORMATION

Cure Alzheimer's Fund has retained **Pearl Street Collective** to assist in this recruitment. Adele Mezher and Maeve Clifford, Managing Partners at Pearl Street Collective, are leading the search. To submit your application for the Marketing position, please send your resume and cover letter to caf-marketing@pearlstreetcollective.com.

Cure Alzheimer's Fund is an equal opportunity employer welcoming applicants from diverse backgrounds. We encourage you to apply even if you do not meet 100% of the requirements. All applicants will receive consideration without regard to race, religion, sexual orientation, gender identity, gender expression, age, physical ability, or length of time spent unemployed.