



Marketing Manager

About us:

Founded in 1990, CurePSP is the leading non-profit organization dedicated to the awareness, care, and cure of 3 neurodegenerative diseases: progressive supranuclear palsy (PSP), corticobasal degeneration (CBD) and multiple system atrophy (MSA). As a catalyst for new treatments and a cure, we establish important partnerships and fund critical research. Through our advocacy and support efforts, we enhance education, care delivery, and quality of life for people living with PSP, CBD, and MSA and their families. Science, community and hope are at the heart of CurePSP's mission and all of our services. CurePSP is a registered 501(c)(3) charity within the United States (Federal Employer ID Number: 52-1704978).

Our mission is to raise awareness, build community, improve care and find a cure for PSP, CBD and MSA. We accomplish this through our three pillars: Care, Consciousness and Cure.

About the role:

CurePSP seeks a Marketing Manager to work as part of the Marketing and Communications Team, reporting to the Director of Marketing and Communications. This team primarily focuses on amplifying the work of all CurePSP pillars and oversees the identity and brand of the organization. This team crafts and directs storytelling and manages the concept and design and implementation of the communication strategies internally and externally at CurePSP. This key role presents the opportunity to work alongside, and on behalf of diagnosed individuals, family care partners, medical professionals, and other stakeholders to achieve these efforts. The Marketing and Communications Team partners with the Patient & Care Partner Advocacy Team, Research Team, Events and Fundraising Team, Executive Director, volunteer committees, and other organizations to carry out responsibilities and priorities. This is a non-exempt position.

Primary Functions:

1. Support the Director of Marketing and Communications on all website projects for curepsp.org. Manage and troubleshoot all issues on the website. Identify and implement necessary updates with developers and monitor for performance.
2. Support the Director of Marketing and Communications to strategize, develop and implement cross-platform, integrated fundraising campaigns, through direct mail, social media, and email.
3. Work closely with social media manager on all social platforms and strategize social media campaigns to boost brand engagement.
4. Work closely with Marketing Coordinator to manage our email database to optimize and maximize marketing results.
5. Develop innovative approaches to using social media to achieve our objectives and identify potential pitfalls in social strategy or content and adjust plans accordingly.
6. Monitor owned and earned social posts, flagging any opportunities, feedback, or potential issues.
7. Support Director of Marketing and Communications on design process for educational and informational materials. Writing, editing, and proofreading as required.

8. Work with events team in providing volunteers with graphics assets and identity guidelines, social media and web postings, and merchandise.
9. Support the Director of Marketing and Communications to manage CurePSP's promotional merchandise program, including the online store. Serve as the gatekeeper for graphics standards application in volunteer-produced materials.
10. Involvement with other initiatives if needed and of interest, including patient engagement for clinical research, support groups, volunteer support, legislative advocacy and CurePSP Centers of Care.
11. Perform other related duties as required.

Required Skills:

- A college or similar higher-education degree
- 2-4 years' experience in marketing/communication
- Excellent written and verbal skills
- Attention to detail.
- Ability to work independently within a team environment.
- Strong knowledge of Facebook, Instagram, LinkedIn, Twitter, TikTok, and YouTube
- Demonstrated success managing social media platforms or relevant content marketing experience.

Location and Travel:

- Preferred but not required location: NY Metro Area
- 85% remote role with planned in person department meetings
- 15% of the year for in-person department meetings, planning meetings, networking opportunities and community events

Salary and Benefits:

- This position offers a salary range of \$58,000-62,000, commensurate with experience.
- CurePSP offers a comprehensive benefits package that includes retirement, medical, dental and vision.

How to apply:

Please send resume/CV and cover letter to: **Sabrina Da Rocha**, Director of Marketing and Communications, at darocha@curepsp.org.

CurePSP, Inc. is an equal opportunity employer. We respect and seek to empower each individual and support the diverse cultures, perspectives, skills and experiences within our workforce.

