



Marketing & Communications Manager

(Remote Position)

The International Rett Syndrome Foundation (IRSF) is looking for a passionate storyteller and marketer to advance our mission of accelerating research and empowering families affected by Rett syndrome.

IRSF is the leading global research and patient advocacy organization. Our vision is to create a world without Rett syndrome. Our Foundation is relentless in our commitment to helping families affected by this rare disease today while working to improve their tomorrow. We invest in critical, innovative research to accelerate treatments and a cure. We also support Rett syndrome families through education, empowerment, and connectivity.

We are a virtual organization based in Cincinnati, OH, with employees across the U.S.

Position Summary:

We're looking for a dynamic Marketing & Communications Manager who is motivated, detail-oriented, creative, analytical, and a problem-solver. This person knows how to identify a great story and shape it to a specific audience to encourage, inspire and motivate. This role will work with IRSF's Chief Marketing & Development Officer to launch compelling and engaging messaging across multiple audiences, platforms, and goals to exceed our fundraising goals. This role will be responsible for planning and executing communication and marketing efforts to build brand awareness, increase revenue, and enhance the visibility of our Foundation. The Manager must have a passion for supporting the International Rett Syndrome Foundation's vision, culture, and values.

Job Responsibilities:

- Write Foundation articles, press releases, blogs, and social media
- Write donor messaging, such as appeal letters and gift acknowledgments
- Manage marketing & communication plan and editorial calendar
- Develop and manage content strategy for social, website, video, and print
- Enhance website and social media with relevant and engaging content
- Write, proofread and edit all communication pieces
- Write and format emails through IRSF email marketing platform (MailChimp)
- Manage social media channels and grow audience and reach



- Update website content and maintain online event calendars
- Monitor & report on analytics across our website and social media
- Other duties as assigned

Qualifications

- Passionate about serving a rare disease population
- Bachelor's degree in marketing, communications, or equivalent nonprofit background/experience
- 5+ years of experience delivering compelling and engaging stories through digital, social media, and print (*writing samples required*).
- Powerful storyteller across multiple mediums
- Excellent written and verbal communication, proofreading, and editing skills a must
- Experience creating engaging content for Facebook, Twitter, Instagram, LinkedIn, and working with programs like Canva and Buffer
- Fundraising database (Raiser's Edge) experience preferred
- Proficient in email marketing
- Proficient in WordPress
- Knowledge of Photoshop and Adobe Creative Suite a plus
- Proficient in Spanish a plus
- Excellent project management skills
- Detail-oriented, highly organized with the ability to prioritize, multi-task, and follow-through
- Proficient in Microsoft Suite
- Must be a continuous learner, excited about technology and new approaches
- Upbeat, positive attitude and a good sense of humor are a plus
- An understanding and belief in the mission and vision of the International Rett Syndrome Foundation

Email resume and cover letter to tfrank@rettsyndrome.org.

Compensation commensurate with experience.