



WE DELETE BLOOD CANCER

JOB DESCRIPTION

Job Title Communications/Marketing Project Manager	Department Donor Recruitment & Communications
Responsible to HoD	Direct Reports None

Location

Charlotte, North Carolina – office based position with some travel and field work.

Purpose

To maintain, enhance and analyze the DKMS presence across multiple digital channels. To recruit potential blood stem cell donors, and inform the public on the need for money donations and encourage people to volunteer, through various digital marketing activities, campaigns and initiatives.

Background

DKMS is an international not for profit organization that started in Germany as a private initiative around one family’s search for a donor. In 1991 Peter Harf founded DKMS in honor of his wife Mechtild, who had sadly lost her battle with blood cancer.

DKMS has grown to become the world’s largest stem cell donor center and today operates in Germany, USA, Poland, the UK, Chile, India and South Africa. More than 11 million potential stem cell donors have registered across the seven countries and have facilitated more than 100,000 second chances at life.

Donor Recruitment & Communications Department

The department ensures that the DKMS brand is recognized among the public and the need for blood stem cell donation is known. DKMS seeks to influence public and professional opinion, motivate people to register as potential lifesavers, and support the organization financially.

The communications team focuses on education to keep potential donors engaged and updated for the time when they may be called to donate their blood stem cells. In addition, the team also supports and promotes the activities of other departments focused on awareness, volunteer recruitment, and fundraising.

Digital activity is centered around the DKMS website, where all information regarding blood stem cell donation is consolidated. Additionally DKMS provides education and outreach through social media, traditional media, printed materials, and other online and offline channels..

The communications team is responsible for the national marketing and communications plans and activities.

At a global level, DKMS also operates an International Donor Recruitment Team and a Global Corporate Communications Team. These two departments coordinate additional global initiatives and provide all entities with standard processes and further guidelines. A close collaboration and exchange between the local and global teams is a must.

Key Responsibilities

To provide strategy insights and implementation of the marketing communications annual plan (and as relevant, global/international activity) by working closely with the Social Media and Content Creator and Donor Recruitment Team covering the following key activity areas:



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Project Management

1. Responsible for the management and organization of the creative content library
2. Oversee annual update of all printed and digital marketing templates, responsible for maintenance and organization of marketing tools and resources in digital storage platform
3. Act as a Brand Guardian, ensuring all external facing communications are aligned with DKMS branding guidelines and tone of voice
4. Manage and oversee contracts with outside entities for special projects
5. Oversee coordination of Salesforce integration within communications department
6. Manage all SOPs related to department
7. Manage monthly project updates and KPI reporting for all communications initiatives
8. Source and vet new vendors for special projects
9. Provide complex project management for organizational marketing and communications initiatives among internal stakeholders from multiple departments
10. Function as project lead and facilitator for recurring and ad hoc internal strategic and tactical planning meetings
11. Develop agendas, presentations, talking points, and materials in collaboration and coordination with national and global communications teams
12. Facilitate cross functional coordination, communication, and outreach among internal stakeholders for ongoing organizational projects and represent the marketing and communications department on internal workgroups
13. Oversee inventory of marketing materials and re-order as needed
14. Plan and oversee projects to make sure they are completed in a timely fashion and within budget

Communications & Marketing

1. Prepare, coordinate, and publish organization's annual report
2. Conduct semi-annual audit of digital/print marketing materials
3. Lead organization through brand refresh and coordinate external vendors to update all marketing materials
4. Work on ad hoc projects and any other duties as required by the Head of Donor Recruitment & Communications, subject to capacity.

Person Specification

1. 2-3 years of project management or related experience
2. Bachelor's degree in business, marketing, communications, public administration or related field
3. Excellent time-management, organization, and analytical skills
4. Proven ability to complete projects according to outlined scope, budget and timeline
5. Strong familiarity with project management methodology and best practices
6. Working knowledge of communications and marketing strategy, particularly in the non-profit space
7. Creative problem-solving, resourcefulness, self-start
8. Keen attention to detail
9. Can collaborate effectively with colleagues at all levels to achieve shared goals
10. Familiarity using tools including Canva, Salesforce, WebEx, social media planning and publishing platforms
11. Strong analytical skills with high competence in interpreting web analytics and preparing reports to building understanding of user behavior to influence decision making and determine strategy
12. Ability to plan well, work to deadlines, prioritize tasks and cope with pressure at times
13. Ability to function independently and as part of a team with limited direction
14. A proactive, flexible and friendly manner, with good team-working skills
15. Willingness to travel internationally on limited occasions