DKMS x
WE DELETE BLOOD CANCER

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JOB POSTING

Job Title	Department
Team Lead Marketing & Communications	Marketing and Communications
Responsible to	**Direct Reports:** 4-5
Head of Department	**Indirect reports:** X
Location	**FLSA Status**
Charlotte, North Carolina	Exempt

About DKMS

DKMS is an international non-profit organization dedicated to the fight against blood cancer. Founded in Germany in 1991 by Peter Harf, DKMS and the organization's over 1000 employees have since relentlessly pursued the aim of giving as many patients as possible a second chance at life. With over 11 million registered donors, DKMS has succeeded in doing this more than 100,000 times to date by providing blood stem cell donations to those in need. This accomplishment has led to DKMS becoming the global leader in the facilitation of unrelated blood stem cell transplants. The organization has offices in Germany, the US, Poland, the UK, Chile, and South Africa. In India, DKMS has founded the joint venture DKMS-BMST together with the Bangalore Medical Services Trust. In the US DKMS is currently present in Texas, Missouri and New York and opens now a location in Charlotte, N.C. to build strong communities.

DKMS is also heavily involved in the fields of medicine and science, with its own research unit focused on continually improving the survival and recovery rate of patients. In its high-performance laboratory, the DKMS Life Science Lab, the organization sets worldwide standards in the typing of potential blood stem cell donors.

Position Summary:

PRIMARY RESPONSIBILITIES

- Responsible for the staffing, business and financial management of DKMS' marketing and communications functions.
- Lead, manage and support the Marketing & Communications Team (including carrying out regular supervision and appraisals).
- Build and maintain a culture within the whole organization that understands the importance of strong, clear and consistent internal and external corporate communications.
- Ensure that the organization's communications are of the highest quality and that they support and advance corporate objectives while adhering to brand values.
- Liaise closely with the Head of Department on the development of marketing and communications strategy and implementation plans.
- Work closely with other departments within the US organization as well as with counterparts within the international DKMS Group
- Build and own market performance tracking, leveraging the data to create forecasts and to support decisions on the types of engagements and budgets to increase brand awareness, new online registrations, swab kit returns and ultimately blood stem cell donations.
- Source and manage external agencies and suppliers (liaising closely with the Head of Department) developing and maintaining strong relationships and ensuring best value for money.
- Be the "go to" person for colleagues across the organization needing marketing or communications insight, advice and support; and thus, understand their needs and work with the Head of Department to develop a marketing brief.

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- Work with the other teams in the department to deliver to the brief, acting as an approver of content and campaign activity.

- Maintain an overview of the key messages used across all our communications, ensuring any changes are shared across the organization.

- Review and revise departmental Standard Operating Procedures (SOPs) in conjunction with the International Standards Experts

QUALIFICATIONS

Skills and abilities

- Bachelor's degree in Marketing, Public Relations and/or related field
- 3-5 years of B2B/C demand generation experience
- Highly experienced in marketing and communications strategy
- Experienced in managing a team in the field of marketing and communications
- Superior communication and writing skills
- Creative thinker with an entrepreneurial spirit
- Analytical and forward thinker
- Very proactive work ethic with a follow-through attitude to complete tasks with minimal supervision and with the emphasis on problem-solutions
- Ability to prioritize multiple tasks
- Great organizational skills with attention to detail