



WE DELETE BLOOD CANCER

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JOB POSTING

Job Title Campaign and Project Manager	Department Marketing and Communications
Responsible to Team Lead Marketing and Communications	Direct Reports: X Indirect reports: X
Location Charlotte, North Carolina	FLSA Status 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

- To develop and oversee the delivery of multi-channel marketing plans and 360° campaigns to raise DKMS brand awareness and drive blood stem cell donor registrations and fundraising donations.
- To work closely with communications and PR, donor recruitment and digital marketing colleagues regarding delivery.
- To lead on the delivery of brand-building activity to increase our audience penetration and retain existing customers.
- Monitoring and leveraging key moments in the customer/donor journey.
- To develop creative and content that is insight-driven to resonate with different audience groups to inspire and motivate action.
- Create campaign reportings and draw conclusions for further campaigns and marketing activities.
- To source and manage external agencies and suppliers (liaising closely with line manager) developing and maintaining strong relationships and ensuring best value for money.
- To manage brand and campaign related research, liaising closely with the Head of Department.
- To manage relatively substantial project budgets, liaising closely with the Head of Department on all major expenditure activity.
- To maintain (and be the source of) key marketing-related facts and figures for the US; regularly reviewing and updating the facts together with international counterparts.



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QUALIFICATIONS

Skills and abilities

- Bachelor's degree in Marketing, Public Relations and/or related field
- 3-5 years of B2B/C demand generation experience
- Hands-on knowledge of creating and executing campaigns
- Experienced in managing the design and printing of marketing collaterals
- Experienced with following Corporate Design Guidelines
- 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