



**WE DELETE BLOOD CANCER**

## **JOB DESCRIPTION**

<b>Job Title</b> Social Media Manager	<b>Department</b> Marketing & Communications
<b>Responsible to</b> HoD	<b>Direct Reports</b> None

### **Location**

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

### **Purpose**

To analyze, maintain, and enhance the DKMS presence across multiple digital channels. To recruit potential blood stem cell donors, inform the public on the need for donations, and encourage people to volunteer, through 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 grew to become the world's largest stem cell donor center and today operates in Germany, the USA, Poland, the UK, Chile, India and South Africa. More than 11.5 million potential stem cell donors have registered across the seven countries and have facilitated more than 100,000 second chances at life.

### **Marketing & Communications Department**

The department ensures that DKMS reaches goals to raise brand awareness, influence public and professional opinion, motivate the public to register as potential blood stem cell donors, and support the organization financially. The team also supports the activities of other departments.

The communications team also focuses on informing registered potential donors about DKMS to motivate and engage them long-term to be available and prepared when a stem cell donation is needed. In addition, the team also supports and promotes activities of other departments--raising funds to match donor registration costs and recruiting community volunteers to help raise awareness.

Digital activity is centered around the DKMS website where all information regarding blood stem cell donation is consolidated, plus social media and other online channels.

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

At a global level, DKMS also operates a Global Corporate Communications Team. This department 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 must be given.

### **Key Responsibilities**

To develop and deliver assigned social media activities relating to the marketing and communications annual plan and as relevant, global/international activity. Weekly deliverables/priorities are to follow agreed activity and priorities as detailed in the content calendar.

The team is also responsible for delivering digital activity to support other internal local departments and as such, this role involves liaison with colleagues across the organization.



## WE DELETE BLOOD CANCER

### **Social Media**

1. Monitor the local DKMS social media channels on a day-to-day basis, and respond to comments and inquiries, escalating as appropriate to the Head of Department.
2. Source, generate and publish social media content in line with the DKMS tone of voice and key messages, and seek content approval from the Head of Department, and respective departments if necessary.
3. Undertake basic image editing for the local DKMS social media channels.
4. Categorize, analyze and monitor the performance of posts on the DKMS social channels over time to identify high and low performing posts.
5. Grow the DKMS online community and nurture influencer support through social media.
6. Plan, optimize and report paid advertising activities.
7. Plan social media content through managing a content calendar in collaboration with the newsroom team.
8. Lead the planning and implementation of social media engagement initiatives, for example, Thunderclap, social media chats with stem cell donors, etc.
9. Lead social media listening and management tools to deliver, measure and monitor activity.
10. Liaise with global counterpart and maintain a close working relationship.

### **Content Creation:**

1. Produce, edit, and develop creative content for broad application within the overall marketing and communications action plan.
2. Partner with external agencies to further develop brand awareness and secure high quality visual imagery and video.
3. Collaborate with internal colleagues across the organization for content strategy and production.
4. Translate technical language and educational material into simplified, easy to understand infographics and or video content.
5. Establish virtual relationships with DKMS supporters, donors, patients, and partners to source content – video blogs, photos, quotes, etc.

### **Other:**

1. Ensure invoices related to the role are processed promptly and pass on information about e.g. paid social media activities expenses and invoices to the Finance Department.
2. Monitor social media analytics and provide input for future activities and plans.
3. Keep up to date with innovative social media and digital marketing developments.
4. Work on ad hoc projects and any other duties as required by the Head of Department, subject to capacity.
5. Participate in a rotation of out-of-hours social media monitoring.

### **Qualifications**

1. At least two years of digital marketing, content creation, social media strategy, and paid advertising campaign experience.
2. Highly skilled in the use of social media for professional use, e.g. Twitter, Facebook, Instagram, YouTube, LinkedIn, TikTok and social media management tools.
3. Working knowledge of performance marketing and a very good understanding of campaign measurement and KPIs in social media.
4. Excellent written communications skills, with demonstrable experience of writing social media content and reviewing content drafted by others.
5. Sensitivity and empathy in liaising with patients and their families, donors, and financial supporters through social media channels.
6. Ability to plan well, meet deadlines, prioritize tasks, cope with pressure at times and work on own initiative.
7. A proactive, flexible, team-oriented and friendly manner with an ability to build strong, mutually respectful relationships with internal colleagues and external partners.
8. Keen attention to detail.
9. Propensity to learn new applications quickly with a high level of competence.
10. Strong knowledge of the Microsoft Office suite essential
11. Experience in working with Adobe Creative tools such as Photoshop.
12. Willingness to travel internationally on occasion.



**WE DELETE BLOOD CANCER**

13. Videography and photography skills preferred.

**If you or anyone you know are interested in applying for this role, please submit resumes and cover letters to [dkmsrecruiting@dkms.org](mailto:dkmsrecruiting@dkms.org). Please state "Communications" in the subject line.**

*DKMS is proud to be an Equal Opportunity Employer and we encourage everyone who is interested in this position to apply. We do not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other characteristics protected by state or federal law or local ordinance.*

*We are committed to finding reasonable accommodations for candidates with special needs or disabilities during our recruiting process. Please email us at [dkmsrecruiting@dkms.org](mailto:dkmsrecruiting@dkms.org) should you need any assistance.*