



Position:
Marketing Coordinator

Organization Name:
[Aplastic Anemia and MDS International Foundation](#) (AAMDSIF)

Job Description:

The Aplastic Anemia and MDS International Foundation is the world's leading nonprofit health organization dedicated to supporting patients and families living with aplastic anemia, myelodysplastic syndrome (MDS), paroxysmal nocturnal hemoglobinuria (PNH), and related bone marrow failure diseases. The Foundation provides answers, support, and hope to thousands of patients and their families around the world.

We are currently seeking an energetic, highly motivated, detail oriented super star with marketing and design experience to support our program and development staff in communications with donors, patients, families, and foundations who are critical to the success of our organization. If you love organizing, creating, designing, and keeping things on track this is the role for you!

There is no typical day at AAMDSIF, depending upon the time of year and the events our dedicated staff have on the schedule, will determine your priorities of your time. Overall, the staff will be your team and your internal customers. Your focus will be on guiding our ensuring our written and virtual materials are well branded, up to date, and consistent with our messaging which should also be uniform. You will get to know our amazing patients and their families which will help you in your messaging and creativity. Our materials are downloaded through our website and sent out to patients and their families daily and provide a lifeline to them throughout their journey of diagnosis, treatment, and survivorship.

MAJOR RESPONSIBILITIES:

- Coordinate the replenishing of educational materials sent to patients, family members and health professionals.
- Lead in the redesign of our present materials and ensure they are continually updated for accuracy and in accordance with new developments around the diseases and treatments.
- Support staff's needs for communications (i.e. letter campaigns and other outreach campaigns).
- Work closely with the Communications Manager on social media and the website to ensure consistency with our written communication and education materials.
- Prepare materials for conferences and speaking engagements per staff requirements.
- Develop overall publication plan to include cohesive design of publications for easy downloading and printing, frequent review and updating content, and cost-effective distribution.
- Expand and maintain our data base to include key contacts in academic medical centers, hospitals, community-based oncology practices, health insurers, and health professional organizations.
- Create and maintain a media list to announce patient and professional content, AAMDSIF initiatives, research grantee updates, AAMDSIF awards, and patient stories.
- Develop templates for all communications, educational materials, and publications.
- Oversee new video productions as budget allows.

QUALIFICATIONS:

- Bachelor's degree (minimum)
- Marketing and/or communication experience
- Outstanding verbal and written communication skills
- Computer proficiency in programs such as Illustrator, Canva, Microsoft Publisher
- Collaborative, flexible, organized

Compensation is commensurate with experience and includes a comprehensive benefit package including health insurance and 403(b) plan.

Send cover letter and resume to freycangel@aamds.org by May 7, 2021