



™ ISTH Position Announcement

Title: Campaign Manager

Date: February 2019

Classification: Full-time (40 hours/week), exempt

Reports to: Director of Marketing, Membership and Public Affairs

Staff supervision: Campaign Senior Specialist (Part-time position)

Summary:

The International Society on Thrombosis and Haemostasis (ISTH) is a global not-for-profit membership organization advancing the understanding, prevention, diagnosis and treatment of thrombotic and bleeding disorders. The Society is dedicated to transformative scientific discoveries and clinical practices, the development of young professionals and the education of physicians, scientists and allied health professionals wherever they may live. At the ISTH, we initiate and promote education and outreach initiatives, research activities, scientific meetings, peer-reviewed publications, expert committees and the development of standards allowing a common language and approach to basic and clinical science all over the world. The ISTH also operates the World Thrombosis Day (WTD) (worldthrombosisday.org) campaign, a movement that focuses attention on the often overlooked and misunderstood condition of thrombosis. With thousands of educational events in countries around the world, WTD and its partners place a global spotlight on thrombosis as an urgent and growing health problem. Our Society currently serves 5,000 members in 94 countries and is based in Carrboro, North Carolina, near the University of North Carolina-Chapel Hill campus.

The campaign manager is a new position to the Society and will be a key member on the ISTH Marketing and Membership team, working on behalf of the World Thrombosis Day (WTD) campaign. After five years of enormous growth, our team is looking for a creative, detail-oriented campaign manager to work with the Director of Marketing, Membership and Public Affairs to plan, coordinate, implement and oversee the campaign. The campaign manager's duties will include working closely with the global WTD Steering Committee and ISTH leadership as well as external agencies and freelancers, monitoring and assessing the campaign and measuring the ROI of the campaign. The campaign manager position will coordinate campaign budgets, communicate effectively with all stakeholders, and support sponsor communications.

The successful candidate must have experience in managing digital, print and/or TV or broadcast global campaigns as well as project management/previous agency experience and a talent for working under continuous deadlines.

Key Responsibilities:

- Works closely with the Director of Marketing, Membership and Public Affairs and Campaign Senior Specialist to manage, strategize and execute the yearly plans for the WTD campaign, including the development and execution of strategic marketing plans, project coordination, management of all aspects of the campaign online and offline.
- Manages the execution of the WTD integrated marketing plan to build a community of partners, sponsors and others who are actively engaged throughout each year culminating on 13 October. Serves as the key point of contact for the agency of record and other campaign stakeholders.

- Develops comprehensive presentations on behalf of the campaign for spokespeople from around the world as well as to ISTH leadership, sponsors and others to elevate the awareness of WTD.
- Supervises the execution of the global media outreach program including the development of journalist relationships and providing regular updates to the Director of Marketing, Membership and Public Affairs and suggesting new strategies as appropriate.
- Oversees the development of the social media strategy; administers and maintains throughout each year.
- Oversees the quality of the content created by copywriters and designers to ensure that brand identity is adhered to and ensure that content created is accurate and error-free.
- Ensures that the organization's brand and identity is adhered to in campaigns and in all communication channels.
- Briefs and manages the work of internal and external agencies, such as designers, animators and printers, who deliver much of the campaign activity.
- Delivers regular reports of campaign results, including web analysis and evaluation of KPIs and implement improvements where necessary.
- Collects and uses global data to inform yearly campaigns and the evaluation of the existing campaign.
- Takes responsibility for WTD at any trade shows or exhibitions, including organizing partner events, cross-functional activities, runs or other promotional opportunities on behalf of the campaign. Must be able to travel 3-4 times per year (domestic/international).
- Stays abreast of current trends in marketing; bringing recommendations to the campaign.

Skills, Abilities, and Knowledge Required:

- Communication and project management to meet deadlines, budget and to ensure ROI on all aspects of public campaigns.
- International communications experience; solid understanding of best practices when communicating with audiences around the world.
- Business maturity and judgment to successfully interact with ISTH, WTD leadership, sponsors and all Society stakeholders.
- Possess analytical skills. The candidate will need to acquire and leverage data to target selected and segmented groups, as well as analyze the success or otherwise of campaigns.
- Experience managing large scale online projects including Google AdWords, Facebook Advertising, SEMRush, SpyFu, and KPI analytics tools. Analytics and video certifications are a plus.
- Skilled in content management systems and social networking platforms and tools.
- Self-confident, self-reliant contributor and communicator, strategic thinking and planning skills.
- Strong written communication skills and proven ability to synthesize, analyze, and present complex scientific information clearly.
- Ability to communicate highly complex scientific information to all campaign audiences in an easy to digest, simplified way.
- Possesses problem-solving skills and proven resourcefulness; capable of providing a high degree of customer services to partners.
- Outstanding organizational, time management, logistical, and planning skills. Proven ability to prioritize and attend to multiple assignments.
- Strong team player, desire to learn and contribute, and understanding of multicultural and international audiences.
- Great interpersonal skills with both internal team members and external stakeholders.
- Working knowledge of journalism and media relations best practices; previous experience executing media relations programs including pitching, news release distribution, etc.

- Presentation and public speaking experience.
- Strong editing experience and attention to detail.

Minimum Requirements:

- A bachelor's degree in Communication, English, or the equivalent combination of education, training, and experience.
- 5-6 years of agency or comparable experience working with multiple clients, awareness campaign coordination, and/or community relationship building on behalf of an international organization or company.
- Project and/or campaign management is essential.
- Experience with online content delivery (website, blogs, social media).
- Experience adhering to editorial standards and guidelines preferable.

Work Environment:

- This job operates in a clerical office setting. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing
- This is largely a sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary
- Ability and willingness to occasionally travel domestically and internationally as needed

Position Type:

- Full-time exempt position (40 hours/week)

Compensation:

- Isth offers competitive salaries based on the experience and skills of employees. Additionally, Isth provides a comprehensive benefits package that includes medical, dental, vision, 403b match, ancillary benefits, access to Flexible Spending Accounts, and generous leave benefits.

To Apply:

- Please send your resume, cover letter and salary expectations in attachment form to recruiter@nonprofithr.com with the subject line, "ISTH Campaign Manager Position" Only competitive candidates will be contacted and invited to participate in the selection process. **No phone calls please.** Applications are accepted until the position is filled.