

## **Job Title: Marketing & Communications Lead**

### **Summary:**

We are seeking a dynamic Marketing & Communications professional to join our team. The ideal candidate will have a proven track record of developing and executing successful marketing and communication strategies to drive brand awareness, engage target audiences, and support business objectives. As a key member of our team, you will be responsible for overseeing all aspects of marketing communications, including branding, advertising, public relations, content creation, and digital marketing initiatives.

### **About Life Science Cares**

Life Science Cares activates the financial and human capital of the life sciences industry and partners with nonprofits to disrupt the cycle of poverty and inequality in our communities. We envision all our neighbors having access to basic needs, access to education, and access to opportunity.

Life Science Cares was founded 2016 to combat poverty and the disparities that surround us. Life Science Cares provides a platform for life science companies and their employees to efficiently invest their time and resources to reduce the burden of poverty. Working in partnership with community-based nonprofit organizations and other key stakeholders, we invest in and build programs to provide access to basic needs, access to education and access to opportunity. We currently have offices in Boston, Bay Area, Philadelphia, New York and San Diego

Life Science Cares is an equal opportunity employer that supports and celebrates diversity. As such, we are committed to creating an inclusive environment for all employees, partners, and stakeholders. We believe our workplace and communities thrive when we actively promote Diversity, Equity, Inclusion, and Justice in all we do.

**Reports To:** Director of Development, Boston

### **Responsibilities:**

- Develop and implement comprehensive marketing communication strategies to effectively promote our products, services, and brand identity.
- Manage all aspects of the marketing communications calendar, including planning, execution, and evaluation of campaigns across various channels.
- Collaborate with cross-functional teams, including Programs, Project Onramp, and other affiliate colleagues as needed to align marketing communications efforts with overall business goals.
- Oversee the creation of compelling marketing collateral, including print materials, digital assets, presentations, and videos, ensuring consistency with brand guidelines.
  - Currently LSC uses Canva, Turtl, Google Suite
  - LinkedIn is current primary social media platform
- Lead the development and execution of integrated advertising campaigns across multiple channels, including print, digital, social media, and events.
- Assist in the creation, planning and execution of signature LSC Boston events (including annual Impact Event, Mini Golf for Good, and stewardship opportunities for donors).

- Drive public relations efforts to generate positive media coverage and enhance brand reputation through press releases, media outreach, and thought leadership opportunities.
- Monitor and analyze key performance metrics to measure the effectiveness of marketing communication activities and identify areas for optimization and improvement.
- Stay abreast of industry trends, competitive landscape, and emerging technologies to inform marketing communication strategies and tactics.
- We are a small but mighty team and all members are expected to be able and willing to present the LSC pitch to a variety of stakeholders, attend volunteer engagement events with our partners, and pitch in on other events as needed.

### **Qualifications:**

- Bachelor's degree or significant related experience.
- Minimum of 1-3 years of experience in marketing communications, with a focus on branding, advertising, and digital marketing.
- Proven track record of developing and executing successful marketing communication strategies that drive brand awareness and engagement.
- Strong project management skills with the ability to manage multiple priorities and deadlines in a fast-paced environment.
- Excellent written and verbal communication skills, with a keen attention to detail and the ability to articulate complex ideas clearly and persuasively.
- Knowledge and ethical use of artificial intelligence technology to create compelling and personalized content.
- Proficiency in digital marketing tools and social media management, email marketing, and web analytics.
- Creative thinker with a strategic mindset and the ability to develop innovative marketing communication solutions.
- Strong analytical skills with the ability to interpret data and insights to drive informed decision-making.
- Team player with strong leadership skills and the ability to collaborate effectively across departments and functions.

### **Compensation and Benefits**

The salary range for this role is \$60,000 - \$90,000 based on experience, plus an opportunity to earn a bonus based on performance. Life Science Cares offers a comprehensive benefits package, including medical, dental and vision benefits, and 401(k) with employer match, as well as generous paid time off and flexible work schedules.

### **How To Apply:**

To apply for this position, please send a resume & cover letter to [recruiting@lifesciencecares.org](mailto:recruiting@lifesciencecares.org) with the subject heading in the following format: "Marketing & Communications Lead [YOUR FIRST NAME, YOUR LAST NAME]"