



DR. SUSAN LOVE
RESEARCH FOUNDATION

2811 Wilshire Boulevard, Suite 500 Santa Monica, CA 90403
phone: 310.828.0060 (local) or 1.866.569.0388 fax: 310.828.5403
email: info@dslrf.org www.dslrf.org

Manager, Marketing, PR and Communications Dr. Susan Love Research Foundation, Santa Monica, California

The Dr. Susan Love Research Foundation is seeking a highly qualified, organized candidate to help with the strategic development and management of public relations and communications strategy and tactics in support of all the initiatives of the Dr. Susan Love Research Foundation (DSLRF). DSLRF is a 501 (c) 3 not for profit breast cancer organization, with the mission to move breast cancer beyond a cure and eradicate it once and for all. A few of the key initiatives include: The Army of Women, the Health of Women Study, fundraising products, conferences, and research projects.

Key metrics include advancing the awareness and recognition of the work and impact of the DSLRF and its initiatives by securing quality press coverage, increasing gross media impressions and successfully creating and disseminating a wide variety of communications materials. The manager will also be responsible for enhancing the online presence and overall image and awareness of DSLRF in order to advance the organization's mission.

Principal Duties

Reporting and working closely with the Executive Director, the manager will be responsible for establishing the DSLRF's overall media and public affairs strategy. The manager will have lead accountability for driving and directing DSLRF's profile in the media and amongst key stakeholders, including funders, donors and collaborators. Working closely with the Executive Director, the manager will develop and deliver a strategic program that applies a wide range of creative initiatives to raise awareness of the role of DSLRF and its communication campaigns, including the integration of the PR strategy with marketing campaigns, events, marketing intelligence and web/content. The manager will also help with the effort to maintain and refine the DSLRF brand; creating a cohesive vision, voice and message that resonates with a diverse audience; and developing integrated, actionable marketing plans, campaigns and collateral that engage the public, engender loyalty, and support DSLRF's mission to eradicate breast cancer.

The manager will develop and manage the execution of all communications vehicles to drive the DSLRF and its initiatives message, including newsletters, e-newsletters, blast emails, collateral material, Public Service Announcements, annual Impact Report, etc.; Manage DSLRF website content development and revision through a network of internal and external consultants, vendors and partners. Prepare and secure presentations, position statements, and other materials as needed.

Working in conjunction with the Community Outreach Manager, the manager will also develop and implement innovative and creative marketing methods and messaging tools, including management of existing Web-based interactive marketing efforts such as blogging communities, online social networks, photo and video communities, and other such web venues and virtual communities, and current targeted electronic communications programs. The manager, in collaboration with the Community Outreach Manager, will also plan, and coordinate existing web presence, several micro-sites and presence on social media outlets to broaden the organization's audience, deliver a consistent and compelling message to that audience and support marketing and development goals.

Experience, Education and Skills

- 5-7 solid years of relevant PR experience at an agency or corporate or philanthropic institution
- College degree is required (BA, BS)
- Strong writing skills -Hands on knowledge of all PR processes and services needed to develop and manage a PR campaign start to finish-PR agencies, media tracking, newswire services, etc
- Great verbal communications skills and personal presentation
- Ability to oversee/manage creative and print production processes
- Relevant computer skills for communications: word, excel, power point, etc
- Strong knowledge of social media to leverage for PR (blogs, YouTube etc)
- Excellent interpersonal skills and maturity are critical
- Work successfully with the media and build relationships
- Must be flexible and willing to travel

Compensation

Position is full-time with complete benefits package.