



**Title: Digital Marketing Specialist**

**Department:** Marketing & Communications

**Reports To:** Director, Marketing & Communication

**Date:** January 2023

### **About NDRI**

The mission of the National Disease Research Interchange (NDRI) is the procurement and distribution of human biospecimens to support the advancement of biomedical research worldwide.

NDRI is a not-for-profit organization with over 40 years of experience in providing normal and diseased human biospecimens. NDRI has been supported in part by the National Institutes of Health (NIH) for over 35 years.

Our partnerships with organ and tissue donation programs across the nation enable NDRI to obtain biospecimens for all body systems. NDRI utilizes a prospective procurement model and project-specific protocols to provide biospecimens that meet the experimental needs of each project. NDRI serves scientists working in all sectors of the biomedical research ecosystem – academia, industry, government and philanthropy.

### **Position Summary/Objective**

Reporting to the Director of Marketing & Communications, the Digital Marketing Specialist is responsible for implementing and monitoring NDRI's digital marketing strategies to advance NDRI's mission, services, and branding. Responsibilities include, but are not limited to, working on digital marketing campaigns, website updates, SEO/SEM, email, digital advertising, and maintaining NDRI's social media presence across all digital channels. They will be responsible for assisting in creating NDRI's content goals and strategies and measuring and reporting on the performance of all digital marketing campaigns. He/she will have demonstrated competency with best practices in online marketing and measurement.

### **Essential Functions**

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### **A. Digital Marketing**

1. Help plan and execute all digital marketing including SEO/SEM, marketing database, email, social media, and Google Ad campaigns.
2. Collaborate with the Director of Marketing & Communications to design, build and maintain the NDRI social media presence.
3. Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
4. Identify trends and optimize spend and performance based on findings.
5. Develop, test, and execute new and creative growth strategies.

6. Utilize analytics to evaluate end-to-end customer experience across multiple channels and customer touch points.
7. Evaluate and recommend emerging technologies.

## **B. Content Development**

1. Collaborate with the Director of Marketing & Communications to research, write, and edit information for publication across all NDRI digital marketing platforms.
2. Manage NDRI's website to ensure content is current, accurate, and provides an excellent user experience; develop and implement new features as needed.
3. Evaluate emerging technologies and provide thought leadership and perspective for adoption where appropriate.
4. Co-create monthly editorial calendar for NDRI's website and social media platforms in collaboration with Scientific Services, Tissue Source Sites, and Strategic Initiatives departments.
5. Develop visual content (graphics, photos, and video) for utilization on all platforms.

## **Other Duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for their job. Duties, responsibilities, and activities may change at any time with or without notice.

## **Position Type and Expected Hours of Work**

This position is full time salary position and offers a flexible working environment following a predetermined successful onboarding and training period. Days and hours of work are Monday through Friday, 8:30 a.m. to 5 p.m.

## **Required Education and Experience**

1. Bachelor's degree in Marketing, Communications, or a related field with a minimum of three years of experience in digital marketing.
2. Excellent writing and editorial skills are required.
3. Highly creative individual with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
4. Solid knowledge of and experience with Google Analytics and Google Ads.
5. Experience in setting up and optimizing digital marketing campaigns including email marketing.
6. Working knowledge of HTML and WordPress.

## **AAP/EEO Statement**

*NDRI provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, NDRI complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, and transfer, leaves of absence, compensation and training. NDRI expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status*

## **Salary & Benefits**

**Salary Range: \$50,000 - 55,000/year**

**Benefits - on the first day of the month following 60 days of employment:**

### **Health/Life & Long Term Insurance**

- ***Independence Blue Cross*** - Health insurance coverage for you and your eligible dependents, including eye & dental coverage (25% employee contribution)
- ***Mutual of Omaha*** - Life insurance equal to two times your annual salary, up to \$200,000 maximum Long term disability insurance (Mutual of Omaha)

### **Paid Time Off**

- ***Vacation*** – 15 days per calendar year (accrual based)
- ***Sick*** – 10 days per calendar year (accrual based)
- ***Personal*** – 2 days per calendar year
- ***Holidays*** – 12 days (observed)

### **Retirement Plan (403 (b))**

- Employee can participate immediately; after completing one full year of employment NDRI will contribute up to 4% of your salary in matching funds.

### **Other**

- Commuter Benefit Program - RideECO

**Qualified candidates should email resumes to [jobs@ndriresource.org](mailto:jobs@ndriresource.org)**