



Program & Marketing Director Duties & Responsibilities

Reports to: Executive Director

The Program & Marketing Director at The RYR-1 Foundation is responsible for overseeing the planning, implementation, and evaluation of various projects that align with the organization's mission and vision. The Program & Marketing Director works closely with the staff, volunteers, partners and community to ensure that the projects and programs are delivered on time, within budget and with high quality. The Program & Marketing Director also monitors and reports on the progress, outcomes and impact of the research projects, as well as identifies and addresses any challenges or risks that may arise. They also lead the marketing and communication efforts of the Foundation, ensuring that the website is flourishing with new content and remaining current on emerging web and social media trends. The Program & Marketing Director should have excellent communication, leadership, organizational and problem-solving skills, as well as a passion for change and a commitment to the organization's values and goals.

Essential Responsibilities:

Research Grants Administration:

1. Shepherds the grant applications through the pre-proposal and full-proposal process, provides feedback to applicants to help them comply with the organization's guidelines and write effective proposals.
2. Responsible for grants program-related administrative functions, such as maintaining grants database, managing proposal files, and preparing program summaries.
3. Maintains communication with applicants and grantees.
4. Evaluates and monitors projects (e.g., progress reports, project effectiveness, project finances, grantee compliance with reporting requirements).
5. Tracks and schedules grant payments (in conjunction with the Treasurer, Bookkeeper, & Business Manager).
6. Works with the Executive Director, Board of Directors and staff to develop, research, and implement new grant programs that reflect the organization's mission and the Board's goals and objectives.
7. Evaluates needs and resources of the grant program and develops an annual work plan and budget for the program.
8. Attends Board meetings to present and review major proposals and programs, at the discretion of the Executive Director.

Educational Programming & Outreach

1. In coordination with Executive Director, develop and implement appropriate educational programming and outreach to the RYR-1 community.
2. Utilize website to creatively engage a diverse population from around the country and world.
3. Develop new initiatives which broaden the reach of the organization and align with mission while engaging a diverse constituency of stakeholders.
4. Utilize organization's budget to maximize resources and provide the best services within budget.

Marketing & Public Relations

1. In coordination with Executive Director, develop and implement a marketing and communications plan of the organization which helps grow its reach beyond the local Pittsburgh region.
2. Maintain website and grow its potential by regular development of new content. This can include: news releases, parent testimonials, articles and videos of interest to the community and more. Learn to maximize the potential of the website by becoming proficient in the Wordpress backend functions.
3. Regularly monitor and post on social media accounts events, activities, and news of the organization.
4. Assist families in fundraising events by providing agency logo, graphics and other collateral materials that promote the organization.
5. Creation of organization newsletter and publication for families, donors and other interested parties.
6. Oversee communication efforts including letter flows to donors and the public at large.

Family Conferences/Scientific Meetings:

1. Lead and manage the planning and execution of Family Conferences/Scientific Meetings.
2. Assist Executive Director and staff in planning the program of events and lining up speakers, venue, etc.
3. Develop and coordinate schedule of events and marketing/publicity/PR.

Fundraising, Grant and Sponsorship Procurement:

1. Assist the Executive Director and Administrative Assistant in all fundraising activities of the organization related to programming and marketing.

Other Responsibilities:

1. Other duties, as assigned by the Executive Director or designee.

Traits and Characteristics:

1. Capacity for self-motivated and self-directed work.
2. Close attention to detail and enthusiastic follow-through.
3. Excellent analytical, research, and problem-solving skills.
4. Superior organizational skills.
5. Able to manage multiple tasks simultaneously and meet deadlines.
6. Capable of prioritizing tasks and working independently.
7. Excellent database management, word processing, and spreadsheet skills.
8. Excellent interpersonal skills.
9. Excellent communication skills.
10. Exceptional standards of professionalism.
11. High integrity, ethics, and honesty.
12. Commitment to exceptionally high quality.

Travel:

1. Travel for the organization's related activities are an expectation of the Program Director position all subject to the Policy Manual. Travel is limited and confined to key events and times.

Practicalities:

This position is primarily remote, though there may be times when staff may need to meet face-to-face in the Employer's office. In addition, the Employee should be available to meet in-person at the Employer's office with the Executive Director, President or his designee on an "as needed" basis.

This is a salaried, exempt position with the expectation that the Employee will work as needed. Certain job requirements may require work to be performed after "regular business hours" (e.g. meetings of the Board of Directors) and on the weekends. Please reference the Policy Manual for more details.

The Employer will provide an email address for the Employee for Foundation related business. It is the Employee's responsibility to provide prompt responses related to Foundation email.

Salary:

Exempt position

Salary Range: 50-57k per year

Required Qualifications:

Bachelor's degree in marketing, PR, communications or related field. 3 years experience in the non-profit sector with demonstrated success in written and electronic communications, program planning and task execution and website maintenance.

Desired Qualifications:

Master's degree in marketing, business or related field. 5+ years of experience in the nonprofit sector. Website design and mastery a plus.