



CALIFORNIA'S
STEM CELL
AGENCY

Associate Director of Marketing Communications

DD 3/24/18

Who We Are

The California Institute for Regenerative Medicine (CIRM) is looking for highly talented individuals who are driven to deliver outstanding results and committed to radically improving medicine with stem cells to join our team.

At CIRM, we never forget that we were created by the people of California to accelerate stem cell treatments to patients with unmet medical needs and act with a sense of urgency commensurate with that mission.

To meet this challenge, our team of highly trained and experienced professionals actively partners with both academia and industry in a hands-on, entrepreneurial environment to fast-track the development of today's most promising stem cell technologies.

With \$3 billion in funding and approximately 300 active stem cell programs in our portfolio, CIRM is the world's largest institution dedicated to helping people by bringing the future of cellular medicine closer to reality.

Position Description

The Associate Director of Marketing Communications will assist in developing and executing a comprehensive marketing and communications strategy for CIRM. The position will be responsible for website content development and ongoing management, developing innovative digital communications tools and strategies, online media relations, and publication management. In addition, this position will be the primary lead for the marketing of all CIRM programs. The Associate Director of Marketing Communications will support the effort to develop a public information program that drives and maintains effective communication with several audiences, including the public, the patient

advocacy community, the legislature and the scientific community and that responds to local, national and international news that directly impacts the mission of the Stem Cell Agency. He/She will work with the Senior Director and other CIRM Teams to develop materials that will help raise awareness about, and support for, CIRM and stem cell research.

Duties and Responsibilities

In this position you will be accountable for:

- Responsible for managing website content development and publications, in co-ordination with the Senior Director.
- Create, edit, and share engaging content through our blog and other social media sites. Supervise, recruit and edit blogs from other contributors (both internal and external), oversee Facebook and all other social media postings and writing.
- Develop and oversee materials for marketing of CIRM initiatives and programs
- Stay up-to-date with current technologies and trends in social media, design tools and applications.
- Recommend and implement opportunities to generate positive publicity for the Agency.
- Communicate with followers, monitor responses and queries on our website and respond to them in a timely manner.
- In coordination with the communications team develop a broad spectrum of collateral printed and internet materials, including the Annual Report, Stories of Hope, brochures, flyers etc.
- Collaborate with other CIRM Teams to ensure content and brand consistency with all online and printed materials.
- Work with outside collaborators, including grantee institutions, ensuring consistency in all communications and marketing efforts and shared materials such as presentation materials, flyers and online announcements.
- Respond to inquiries from the press, individuals and other outside audiences on issues related to the website or social media.
- Support the development of CIRM as a key source of information about stem cell research and its relations to specific diseases.
- Write and edit press releases, in-house newsletters and articles.
- Perform other duties as may be required to further the goals of the CIRM.
- Oversee CIRM's SPARK program for high school interns.



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Minimum Qualifications

- Bachelor's degree in Communications or Journalism or related field and 5 years' experience in communications or public relations or equivalent combination of education and experience.
- Demonstrated experience in collateral and website content development, marketing and project management.
- Experience with working on a Drupal-based website.
- Demonstrated knowledge of how proactive online research, planning and outreach skills can foster both quantitative and qualitative growth in web traffic over time.
- Demonstrated knowledge and experience in internet-based communications, preferably including online issues management.
- Demonstrated skill in public education and communicating scientific information to various audiences.
- Ability to communicate effectively in writing and in oral presentations.
- Ability to work positively and effectively with persons possessing high degrees of scientific, medical and technical knowledge.
- Approach to work that emphasizes customer service.
- Demonstrated ability to simultaneously manage multiple, complex projects under time pressure.

Position Details

Location: Oakland, CA

Schedule: Full-Time. Must be able to work outside of normal business hours.

Travel: Must be able to travel domestically and internationally on occasion.

The position is open until a suitable candidate is found.

How to apply

Interested candidates please submit:

- Cover letter
- CV/Resume
- California State application at <http://jobs.ca.gov/pdf/std678.pdf>

CIRM is an Equal Opportunity Employer and committed to a diverse workforce.