



CALIFORNIA'S
STEM CELL
AGENCY

Website and Social Media Manager

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 the sense of urgency needed to fulfill 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 Website and Social Media Manager will report to and assist the Senior Director of Public Communications and Patient Advocate Outreach in developing and executing a comprehensive communications plan for CIRM. This includes website management and content development, as well as developing innovative digital communications tools and strategies.

The Website and Social Media Manager will support, maintain and enhance the agency's website to ensure effective communication with several distinct audiences, including the public, the legislature, the scientific community, patients and the patient advocacy community. They will also oversee and contribute to the agency's blog, Facebook, Twitter, and other social media sites.

The successful candidate will be a strong team player with an innate sense of urgency, who delivers outstanding results and works with the rest of the team to find new and innovative ways of meaningfully advancing CIRM's mission.

Responsibilities

In this position you will be accountable for:

Managing the Website

- Managing website appearance, functionality and content.



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- Working with developers to maintain and update the site when necessary.
- Working with the CIRM Team to ensure all online materials are accurate, consistent in style, up to date in content and reflect the communication strategy of the agency.
- Working with outside collaborators, including grantee institutions, ensuring consistency in all communications efforts.
- Serve as a lead for all future website projects.

Promoting the agency's mission and research

- Maintaining and expanding CIRM's social media content.
- Writing the blog, supervising, recruiting and editing blog posts from other contributors (both internal and external), overseeing Facebook and other social media postings and writing and maintaining editorial calendar
- Recommending and developing innovative digital communications tools and approaches to using social media, and monitoring trends to ensure we remain up to date in a constantly changing landscape.
- Supporting the development of CIRM as a widely respected and reliable key source of information about stem cell research and its relations to specific diseases.
- Performing other duties as may be required to further the goals of the agency.

Leading Authentically

- Demonstrating in your words and actions commitment to CIRM's mission.
- Serving as an engaged and productive member of the CIRM Team.
- Working with the other members of the CIRM Team to coordinate workflow and share best practices to drive CIRM's mission.
- Focusing on results and holding team members accountable to their commitments.
- Recognizing, congratulating, and thanking team members for outstanding performance.

Requirements

- An "all in" commitment to accomplishing the mission of CIRM.
- Bachelor's degree in Communications, Journalism, Science or related field



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- 5 years experience in communications or public relations or an equivalent combination of education and experience.
- Proven track record in website management and content development, including ability to manage and update the site when necessary.
- Understanding of the use of online research, planning and outreach skills to foster both quantitative and qualitative growth in web traffic over time.
- Excellent written, oral and interpersonal communication skills
- Demonstrated skill in public education and an ability to turn complex scientific information into readily understandable language for a diverse audience.
- Ability to work in a fast paced environment, managing multiple, complex projects under time pressure.

Position Details

Location: San Francisco, CA (for now)

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

Travel: Must be able to travel domestically as necessary.

Salary Range and Benefits

The salary range for this position is \$93,090-\$139,577. CIRM offers a competitive compensation package. 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>

To: jobs@circm.ca.gov or CIRM Search, 210 King Street San Francisco, CA 94107.
Electronic applications preferred.

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