

National Foundation for Cancer Research Job Description

Position Title: Executive Assistant/Digital Marketing and Communication Assistant

Report To: Executive Office Manager

Direct Report: None

Date: May 2023

Overall Objective: The overall purpose of the position

This position has the dual roles of an executive assistant to the CEO and a digital marketing and communication assistant. The Executive Assistant serves as the primary point of contact for internal and external constituencies on all matters pertaining to the CEO, while the Digital Marketing and Communication Assistant helps develop and implement digital marketing campaigns that promote the mission and goals of the Foundation and its Affiliates.

Duties: Key functions and responsibilities; what is done is more important than how.

- Oversee the meeting and travel schedules of the CEO, and arrange management's travel plans when necessary.
- Interact and help with other departments and act as a liaison person for the CEO.
- Assist the CEO to cultivate and maintain relationships. Send out thank-you letters, acknowledgments and/or solicitations to donors, sponsors and partners on behalf of the CEO, responsible for customizing specialized content for special events and high-dollar gifts.
- Research and draft reports, memos, and correspondence for the CEO.
- Assist and support event preparation duties and coordinate assigned events.
- Communicate to vendors, and respond to inquiries from donors or the public, such as innovative therapy and breakthroughs, clinical trial resources, specific cancer prevention tips, and general information about the foundation
- Update website regularly, post blogs based on cancer awareness month schedule, upload edited photos, and improve website layout using WordPress or Drupal
- Manage social media account, create content (textual, graphic, and/or video), search for materials, track followers, repost and comment dynamics and analyze the performance
- Write event-related report stories, promote international collaboration programs and follow up with foreign research institutions and hospitals
- Convert scientific content received from funded scientists to promotional materials.
- Draft, edit, and translate research progress updates, cancer prevention, and education materials for direct mail campaigns
- Coordinate in conferences, foreign visits and third-party collaborated events, provide promotion materials and graphic content about the foundation, apply general information to specific uses and promote via website, emails and/or social media

- Assist in creating decks about venture capital, private equity and angel investments in pharmaceutical/ life science to enhance fund-raising, including collect industry data, conduct trend analysis and cross-section analysis in R/MS Excel and visualize the output into tables and graphs
- Collect statistics from the development team, track contacting history, create related report and upload into the Salesforce database

Accountability: Level of position authority and scope of role

Serves as a member of the Foundation’s support team and is responsible for meeting the needs of the CEO and other team members.

Skills/Competencies: Knowledge, Skills & Abilities; Education/Experience needed for success

Knowledge, Skills, and Abilities

- Bi-lingual: Fluency in English and Chinese.
- Digital marketing/marketing communications: Proven track record in digital marketing, including content creation for messaging and promotion. Considerable knowledge of digital marketing analytics and search engine optimization. Skill in tracking key performance indicators and making data-driven recommendations. Skill in managing a website, developing and implementing e-mail fundraising campaigns, and using social media platforms. Skill in leveraging publicity to drive fund raising results; proven skill in promoting fundraising events.
- Writing: Excellent command of the English and Chinese languages. Outstanding grammar and written communication skills. Demonstrated ability to develop and execute marketing plans on schedule and write concisely and efficiently to promote the mission of the Foundation.
- Computer: Excellent knowledge and skill in using Microsoft Office Suite, Adobe Design Suite, and Google Analytics. Knowledge of and skill in using Salesforce or other relational database system.
- Time management/Organizational skills: Skill in working on multiple projects at a time under tight deadlines and in project management overall. Excellent attention to detail and efficient time manager who understands and can execute complex instructions.
- Interpersonal/Communications: Energetic, enthusiastic, rapport-building people person with skill in building and sustaining relationships; a persuasive writer. Ability to work independently, and on a team, and successfully meet goals and objectives. Excellent writer and presenter, with the ability to inspire commitment and action in others. Demonstrates genuine caring for cancer victims and is motivated to find a cure.

Education and Experience

- Bachelor’s or Master’s degree in life sciences, business, marketing, communications, or related field.
- Equivalent combination of training and experience will be considered.

Work Environment: Intermittent or consistent requirements of a physical or unusual nature

Work from the office at Rockville, Maryland 4 days and from home 1 day per week. Time commitments outside of regular office hours may be required.

How to Apply:

Please include “Executive Assistant/Digital Marketing” in the subject line, email your application with a cover letter and detailed resume to EMPLOYMENT@nfc.org, *after* completing a Predictive Index Behavioral Assessment here: <https://bit.ly/3HYTXaO>. Preference will be given to applications with writing samples in English and Chinese and/or a video clip you edited.