



NEUROENDOCRINE TUMOR RESEARCH FOUNDATION

DEDICATED TO CURING NEUROENDOCRINE CANCER

Director of Digital Communications

Position Overview

The Neuroendocrine Tumor Research Foundation (NETRF) has a respected brand, a 20-year history of success, and an exciting future ahead. Now we need a creative, collaborative results-oriented digital communications professional to tell our story and make it sing!

The Director of Digital Communications will lead the development and implementation of our digital communications to support the mission and goals of NETRF, a highly specialized and well-known grant-making foundation focused on scientific research and patient education. The Director will join a cohesive team in a financially stable and organizationally sound nonprofit organization.

The Neuroendocrine Tumor Research Foundation's mission is to fund research to discover cures and more effective treatments for neuroendocrine cancer, an uncommon and underfunded cancer. NETRF is the largest global funder of neuroendocrine tumor research. Since our founding in 2005, NETRF has awarded almost \$40 million in research grants to scientists at renowned research institutions around the world.

This is an exciting time in NETRF's history, with the 2025 launch of a **20th anniversary campaign** and the implementation of refreshed branding messaging. The Director of Digital Communications will be responsible for building NETRF's presence within the public, patient, and scientific communities, expanding social media engagement, managing digital newsletters and web content, and creating compelling, consistent communication campaigns for fundraising, research, and patient education programs. The Director will also manage a group of outside contractors such as website consultants, graphic designers, videographers, and other content creators.

Reporting to the CEO, the Director will demonstrate an ability to lead as well as to be hands-on to get the job done. Strong candidates will have nonprofit, healthcare, or science backgrounds and must be able to think strategically and write effectively for multiple audiences.

Responsibilities

Communications and Marketing Planning and Implementation

- Serve as the steward of NETRF's brand identity, ensuring consistency across all materials, communications, and outreach efforts.



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- Develop annual communications and marketing plans in coordination with NETRF staff to achieve the goals of the organization and leverage messaging, resources, existing communications assets, and established partnerships.
- Oversee NETRF's web and digital assets including strategy, content development, site development, SEO, privacy compliance, branding and analytics, through NETRF's agency partners.
- Develop and monitor data to measure and report effectiveness of NETRF communications and marketing.
- Ensure that communication and marketing activities are timely and within budget.
- Drive and integrate brand messaging across digital channels, reinforcing NETRF's leadership in neuroendocrine cancer research and setting the tone for our upcoming multi-year fundraising campaign.

Your daily work will include:

- Develop strategy and execute on a major NETRF campaign to support multi-year fundraising, celebrate our history of accomplishments, and resonate with our key audiences.
- Serve as the organization's webmaster, with the ability to update the site to post new blogs, articles, updated research, events, etc, as well as assign larger tasks to our website developers.
- Manage planning and production of NETRF's monthly and quarterly newsletters by leading the editorial calendar, developing content with staff, working with a graphic designer to produce the newsletter, publishing, and measuring effectiveness.
- Effectively use social media platforms to promote NETRF, create compelling content and expand our online communities.
- Oversee video content creation, working with external videographers and internal teams to develop compelling videos that amplify NETRF's brand and messaging across digital channels.
- Identify and pursue opportunities to promote NETRF's brand through external sources, such as scientific platforms, interviews, collaborations, and podcast features.
- Develop and implement messaging strategies, graphics and content for review and approval by the Development staff that will support NETRF's fundraising campaigns.



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- Support the promotion of patient education activities such as NETRF's podcast, patient guide, and patient conferences, working collaboratively with the Director of Patient Education.
- Support the Director of Research by promoting the annual Symposium, announcements of new grantees, scientific content, and the call for research grant applications.

Qualifications

- 5-10 years' relevant experience in communications, and marketing.
- Experience in a nonprofit, scientific or medical environment is preferred, but not required.
- Minimum of Bachelor's Degree in a related field.
- Demonstrated ability to think strategically, creatively, and collaboratively, as part of a team.
- Must possess excellent writing, presentation, and interpersonal skills.
- Demonstrated ability to prioritize projects, meet deadlines, delegate tasks, and manage budgets.
- Demonstrated experience and proficiency in digital communication channels and marketing, including Google Ads, Facebook/Instagram/Meta, Twitter/x, Bluesky, YouTube, TikTok, Emma or similar, etc.
- Demonstrated proficiency in Emma, Adobe or Canva, WordPress, Trello or similar tools.
- Demonstrated proficiency in data and analytics to measure and evaluate the impact of communications and marketing efforts.
- Experience with brand management and integrating cohesive messaging across an organization is strongly preferred.
- Must have an interest and aptitude to learn about neuroendocrine cancer and developments in cancer research.

Salary and Benefits

Salary is commensurate with experience. This is an exempt position with benefits including medical/dental, 401K plan, flexible spending account, paid vacation and holidays, and professional development funds. NETRF's office is just south of Boston, so local staff are in the office several days a



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week. Periodic travel to our office for staff meetings is required for remote staff. Attendance at NETRF events such as educational and scientific conferences is also required.

NETRF is an equal opportunity employer. NETRF encourages applications from individuals of all backgrounds and experiences.

Application Process

Please contact Elyse Gellerman, CEO, at Elyse.Gellerman@netrf.org to submit your resume and cover letter. **We also request two writing samples.**