

Communications and Content Manager

BrightFocus Foundation has an exciting opportunity for a **Communications and Content Manager**. This position can be based at a home office. The ideal candidate will be a strategic storyteller who is comfortable serving as a mix of writer/editor, content marketing strategist, and project manager. The Manager will play a critical role in the omnichannel content calendar for the Integrated Marketing and Communications department and produce written and other content for digital channels. The Manager will liaise with numerous stakeholders across the organization, including the Fundraising, Scientific Affairs, and Strategic Partnerships departments, to support strategic goals and objectives.

Since its founding more than 50 years ago, nonprofit BrightFocus Foundation has invested in global research that has led to improved diagnostic tools, life-enhancing treatments, and novel breakthroughs to defeat Alzheimer's disease, macular degeneration, and glaucoma. BrightFocus also provides vital information to the public, bringing trusted resources to millions of people each year. The Foundation is currently supporting a \$48 million global portfolio of nearly 200 projects across 16 countries, with more than \$310 million invested in research grants to date.

Duties, Responsibilities, and Functions

Reporting to the Senior Director of Integrated Marketing and Communications, the Communications and Content Manager is responsible for writing, editing, optimizing, marketing, and measuring original content that supports BrightFocus' mission and broader marketing and communications strategy.

Content Production and Marketing (70%)

- Lead the development and execution of a 12-month editorial calendar to promote BrightFocus' scientific impact and share expert information on brain and eye health, in collaboration with the Fundraising, Scientific Affairs, and Strategic Partnerships teams.
- Write, edit, and optimize compelling donor-centric content for digital and print channels, including articles, scientist Q&As, social media posts, emails, videos, infographics, brochures, and public information program/event materials.
- Assign and manage projects with freelance writers, ensuring deadlines, accuracy, and alignment with organizational voice and brand standards. Develop detailed content briefs for each assignment.
- Regularly review public-facing information on treatments, facts and figures, and impact stats for accuracy and proper use across the organization.
- Coordinate cross-departmental review and approval of materials to ensure scientific accuracy and message consistency.
- Recommend channels for content amplification across paid, owned, and earned.
- Proactively track deadlines and maintain quality control for content across channels.
- Review and optimize existing content for accuracy, accessibility, and SEO.

- Champion best practices in diversity, equity, inclusion, and accessibility communications, ensuring that digital materials are formatted to meet the highest ADA and low vision requirements and are reflective of all audiences; make recommendations on how to enhance DEAI communications and accessibility efforts.

Communications & PR (15%)

- Partner with the Senior Director to execute earned media strategies and manage incoming media requests. Conduct research in Muck Rack to identify relevant journalists, develop targeted media lists aligned with PR and campaign goals, and draft press materials including pitches and press releases.
- Monitor the media landscape to anticipate breaking news and emerging stories about new treatments and breakthroughs in Alzheimer's, macular degeneration, and glaucoma to ensure BrightFocus can respond appropriately.
- Provide communications support for educational programs, events, scientific conferences, community outreach, and other initiatives.

Project Management (10%)

- Provide regular updates to marketing team and other stakeholders about editorial calendar and content.
- Schedule project kickoff meetings, send deadline reminders, and create timelines for communications projects and campaigns.
- Ensure proper organization and storage of files in Asana and internal file system.
- Other duties as assigned.

Tracking and Reporting (5%)

- Proactively track content performance across paid, owned, and earned channels (including email, web, and social) on a monthly, quarterly, and annual basis and report back to team.
- Provide recommendations for ways to optimize content based on performance.
- Fulfill internal requests for data and metrics.

Requirements

- Minimum of 5 years' communications, public relations, journalism, digital marketing, and/or content marketing experience; non-profit experience strongly preferred.
- Bachelor's degree in marketing, journalism, public relations, advertising, or similar field; interest in nonprofit, science, research and/or health marketing and communications.
- Science writing background in one or more of BrightFocus' disease areas (Alzheimer's disease, macular degeneration, glaucoma) strongly preferred.
- Superior writing, communications, and editing skills, including the ability to explain the scientific impact of technical concepts for lay audiences and inspire giving. **(Three writing samples and a cover letter are required).**

- Exceptional attention to detail and writing, editing, fact-checking, and proofreading skills.
- Google Analytics, SEO, WordPress, Adobe Creative Suite, HubSpot/CRM, multimedia asset management and digital project management experience.
- Strong interpersonal communication and organizational skills; ability to effectively interact with cross-departmental colleagues and external vendors.
- Strong project management skills with the ability to organize, prioritize, and coordinate multiple projects against deadlines and deliver approved content on time. Working knowledge of Asana a plus.
- Commitment to the mission and values of BrightFocus with specific knowledge of its distinguished research programs, characteristics, goals, and accomplishments.
- Ability to thrive in a fast-paced environment and manage multiple projects simultaneously.
- Ability to work independently and collaboratively as a part of a hybrid/remote team in a professional and collegial manner.
- Ability to travel to BrightFocus Foundation headquarters approx. 3x a year for in-person professional development and team meetings and to other events as required.

Benefits

Salary will be within the range of \$80,000 - \$90,000. BrightFocus offers a generous benefits package, including medical, dental, vision, paid time off, holidays, life, accidental death and dismemberment, and a retirement plan.

Application Instructions

To apply, please send a resume, cover letter detailing your interest in the role and how your experience aligns with the position, three samples of science or health-related writing, and a link to your portfolio (if applicable) to samantha.sadiv@cbiz.com. Please include “BrightFocus Communications and Content Manager” in the subject line. CBIZ’s Human Resources Services is supporting BrightFocus Foundation with recruiting for this position.

BrightFocus is committed to the full utilization of all human resources and to a policy of equal opportunity. In accordance with applicable laws, it is our policy to recruit, hire, train and promote individuals, as well as administer any and all personnel actions, without regard to any legally protected characteristic including, but not limited to, race, age, color, religion, sex, marital status, national origin, physical or mental disability, or veteran status.