

Associate Director, Digital Marketing

About us:

Founded in 1990, CurePSP is the leading non-profit organization dedicated to the awareness, care, and cure of 3 neurodegenerative diseases: progressive supranuclear palsy (PSP), corticobasal degeneration (CBD) and multiple system atrophy (MSA). As a catalyst for new treatments and a cure, we establish important partnerships and fund critical research. Through our advocacy and support efforts, we enhance education, care delivery, and quality of life for people living with PSP, CBD, and MSA and their families. Science, community and hope are at the heart of CurePSP's mission and all of our services. CurePSP is a registered 501(c)(3) charity within the United States (Federal Employer ID Number: 52-1704978). Our mission is to raise awareness, build community, improve care and find a cure for PSP, CBD and MSA. We accomplish this through our three pillars: Care, Consciousness and Cure.

About the role:

CurePSP is seeking a strategic, collaborative, and results-driven Associate Director of Digital Marketing to help lead and advance the organization's digital marketing strategy and audience engagement efforts. Reporting to the Director of Marketing and Communications, this role will oversee the execution and optimization of integrated digital campaigns across social media, email marketing, web, and other digital platforms to strengthen brand awareness, fundraising, community engagement, and program visibility. The Associate Director will collaborate cross-functionally to develop compelling digital content, manage campaign workflows and calendars, analyze performance metrics, and identify opportunities to grow and enhance CurePSP's digital presence. The ideal candidate is a creative and analytical marketer with strong project management and leadership skills, experience managing multi-channel digital campaigns, and a passion for mission-driven work. This individual should be highly organized, adaptable, and able to translate strategy, storytelling, and data insights into impactful audience engagement and measurable results.

Primary Functions:

1. Digital Marketing Strategy & Leadership

- Lead the development and execution of CurePSP's integrated digital marketing strategy across social media, email marketing, website content, paid digital initiatives, and other digital channels.
- Develop and optimize multi-channel digital campaigns that support organizational goals related to awareness, fundraising, advocacy, education, and community engagement.
- Collaborate cross-functionally with leadership, programs, development, and communications teams to align digital marketing efforts with organizational priorities and messaging.
- Manage digital marketing workflows, campaign timelines, and content planning to ensure strategic alignment and effective execution.

2. Digital Content & Audience Engagement

- Oversee CurePSP's digital presence and audience engagement strategy across social media platforms, email communications, and web channels.
- Guide the development of compelling digital storytelling and audience-focused content that strengthens brand visibility and community connection.
- Ensure consistency in brand voice, messaging, and visual identity across all digital platforms and campaigns.

- Monitor audience trends, digital engagement metrics, and platform developments to identify opportunities for innovation and growth.

3. Analytics & Optimization

- Track, analyze, and report on digital marketing performance metrics, providing actionable insights and recommendations to optimize engagement and campaign effectiveness.
- Use analytics and audience insights to inform content strategy, digital advertising efforts, and overall marketing decision-making.
- Evaluate the effectiveness of digital marketing initiatives and identify opportunities to strengthen CurePSP's digital reach, visibility, and impact.
- Stay current on emerging digital marketing trends, technologies, and best practices to support continuous improvement and innovation.

4. Digital Operations, Systems & Channel Management

- Oversee the day-to-day functionality and optimization of CurePSP's digital channels, including website updates, email marketing platforms, and core digital tools.
- Manage and maintain digital marketing systems, workflows, and platforms to ensure efficiency, consistency, and data integrity.
- Support the execution of paid digital marketing efforts (as applicable), including coordinating with vendors or platforms to optimize performance and reach.
- Partner with internal stakeholders to ensure digital content is accurately reflected across web pages, landing pages, and campaign assets.
- Identify and implement opportunities to improve digital infrastructure, automation, and overall operational efficiency within the marketing function.

Any additional duties as required within the department or organization.

Required Skills:

- Bachelor's degree or equivalent combination of education and professional experience.
- 5–7+ years of progressive experience in digital marketing, including multi-channel campaign strategy and execution, with strong expertise in social media management and audience engagement.
- Experience providing day-to-day guidance, mentorship, or supervision to team members, interns, or junior staff; prior direct people management experience preferred.
- Experience supporting team development, accountability, and collaboration.
- Strong understanding of digital analytics and reporting tools and social media management/listening platforms
- Ability to translate complex organizational, healthcare, or scientific information into accessible, audience-centered digital content and campaigns.
- Excellent written, verbal, and interpersonal communication skills, with the ability to collaborate effectively across departments and engage diverse audiences.
- Strong organizational, project management, problem-solving, and time management skills, with the ability to manage multiple priorities in a fast-paced environment.
- Self-motivated, collaborative, and adaptable, with the ability to work both independently and as part of a cross-functional team.

Location and Travel:

- 85% remote role with planned in person department meetings
- 15% of the year for mandatory in-person department meetings, planning meetings, networking opportunities and community events

Salary Range:

The salary range for this role is \$75,000 - \$82,000. Actual base pay may vary depending on factors including but not limited to experience, subject matter expertise, and skills.

- CurePSP offers a comprehensive benefits package which includes
 - 100% paid medical, dental, vision, short term disability, and long term disability coverage plus a \$50,000 life insurance policy for the employee. CurePSP pays 80% of dependent's coverage.
 - Flexible Spending Accounts for medical and childcare
 - 401(k) plan with 3% contribution by CurePSP for traditional 401(k) plan. CurePSP also offers a Roth 401(k) plan.
 - 20 days paid time off per year, 18 paid Holidays, plus 2 Floating Holidays to be taken at employee's discretion
 - Unlimited sick time (use your PTO for you)
 - Employees are eligible for a discretionary bonus on an annual basis
 - CurePSP provides professional development to all of its employees
- CurePSP will provide the necessary technology to complete job functions.

How to apply:

Please send resume/CV and cover letter to: **Sabrina Da Rocha**, Director of Marketing and Communications, at darocha@curepsp.org.

If you don't see yourself fully reflected in every job requirement listed in the posting above, we still encourage you to reach out and apply. Research has shown that not everyone often applies when they don't feel 100% qualified. We are committed to creating a more equitable, inclusive, and diverse company and we strongly encourage applicants of all genders, ages, ethnicities, cultures, abilities, sexual orientations, and life experiences to apply.

CurePSP, Inc. is an equal opportunity employer. We respect and seek to empower each individual and support the diverse cultures, perspectives, skills and experiences within our workforce.