



Job Description: Brand & Marketing Manager

ELSO is an international nonprofit consortium of health care institutions, researchers, and industry partners. We provide support to those delivering extracorporeal life support through continuing education, guidelines, original research, publications, and a comprehensive registry of extracorporeal membrane oxygenation (ECMO) patient data.

ELSO is seeking a professionally astute and creative Brand & Marketing Manager. The position is a full-time position and offers a salary of \$75,000, which may be adjusted based on work experience. This position is in person at ELSO's headquarters in Ann Arbor, Michigan. We occasionally require weekend work and travel. An annual, discretionary bonus is possible, based on performance and financial means of ELSO. Detailed tasks in the near term are included in Exhibit A and job qualifications are included in Exhibit B.

This position is considered exempt under the federal and state wage and hour laws. This is an at-will position, which means that either the employee or ELSO may terminate the relationship at any time.

Benefits:

- Four weeks of paid vacation.
- Ten paid holidays, as defined in the Employee Handbook.
- Participation in ELSO's 403b plan which will match up to 5% of your salary contributions on a 2:1 basis.
- Health benefits are available.

Exhibit A

Employee is to perform the duties typical of a Brand & Marketing Manager (BMM) and as directed by the CEO. The BMM will support marketing initiatives and assist with the stewardship of ELSO's brand across a wide variety of organizational priorities. We anticipate that the prioritization of work will be coordinated with the team, as directed by the CEO.

Areas of work where you will be expected to help manage and contribute to the overall work effort include the following:

- **Brand Stewardship & Alignment:** Support the ongoing stewardship of ELSO's established brand by ensuring consistent visual identity, messaging, and tone across communication platforms. Assist with the development and maintenance of templates, guidelines, and shared marketing resources.
- **Marketing Strategy:** Develop and implement marketing strategies that advance organizational priorities, strengthen membership engagement, and increase visibility of ELSO initiatives. Coordinate closely with ELSO leadership and staff to ensure marketing efforts are aligned with organizational priorities.
- **Campaign Support & Coordination:** Assist with the planning and coordination of marketing campaigns for ELSO programs, initiatives, publications, and events. Define campaign objectives and create deliverables under the guidance of staff and in coordination with the Social Media Director. Coordinate campaigns across all communication channels, including email and website.
- **Membership Communications & Engagement:** Support the creation and distribution of mass membership communications including the ELSO Newsletter and targeted, initiative-level outreach. Develop resources that drive engagement and reinforce the value of ELSO membership.



Exhibit B

Qualifications

- Bachelor's degree in marketing, communications, public relations, business, or a related field, or equivalent professional experience.
- 2 years of experience in marketing, communications, or brand management in a professional setting.
- Ability to work in a collaborative and team-centered environment with dynamic priorities and widespread initiatives. Maintain a work environment that encourages diversity of backgrounds and promotes inclusive viewpoints.
- Robust visual and written communication skills, with the ability to develop creative, innovative content and tailor messaging effectively for a global audience.
- Strong organizational and coordination skills including managing timelines and coordinating work across multiple stakeholders.
- Proficiency with creative tools such as Canva and Adobe Creative Suite.

Preferred Qualifications

- Master's degree in business administration, marketing, communications, public health, or a related field (e.g., MBA, MPH).
- Experience in non-profit and/or healthcare organizations, including professional societies or other membership-based organizations.