

Position Title: **Digital Marketing Specialist**

Reporting to: Executive Director, Communications and Donor Relations

Location: On-site (San Diego- Mira Mesa area)

Employment: Full-Time

Salary range: \$31.25- \$36.00/hour

(Compensation may vary based on related skills, experience, and relevant key attributes)

n-Lorem Foundation

Though n-Lorem is pioneering a novel non-profit model, to provide personalized experimental ASO treatments for free, for life to patients with the rarest of mutations (nano-rare), we are functionally a biotechnology company. We have a large and growing portfolio of ASO medicine discovery programs, ASO medicines in development and multiple clinical programs.

With a seasoned leadership team and strategic partnerships, the n-Lorem Foundation provides the framework, funds and access for nano-rare patients who are amenable to our technology to receive personalized ASO medicines for free, for life. We hope that you will consider joining us as we strive to change the world, one nano-rare patient at a time.

If you are a professional with strong communications experience and would like to join a cohesive, experienced team committed to the belief that we can change the world one patient, one family at a time, we may have a position for you.

Job Overview

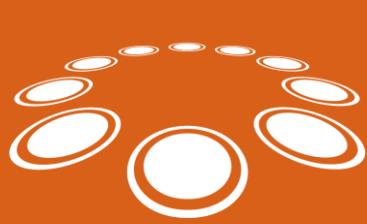
Reporting to the Executive Director Communications and Donor Relations, the Digital Marketing Specialist will be responsible for supporting and advancing n-Lorem's digital presence across social media, website, podcast, and partner channels. This role focuses on executing and optimizing digital content and campaigns, while contributing ideas and insights that strengthen audience engagement. The specialist will create multimedia assets, maintain and improve the foundation's website, oversee day-to-day social activity, organize fundraisers, support podcast production and promotion, and develop digital sponsor materials

Key Responsibilities

Social Media & Digital Execution

- Manage daily activity across LinkedIn, X/Twitter, Instagram, Facebook, and YouTube
- Develop content (copy, graphics, short-form video) that aligns with leadership-driven messaging and strategy
- Implement multi-channel campaigns designed by the Communications team
- Engage with followers, monitor conversations, and escalate issues when needed
- Identify appropriate measures, track and produce monthly performance insights with recommendations





Content Development

- Create compelling digital assets, including infographics, reels, animated slides, thumbnails, and promotional graphics
- Draft platform-appropriate copy for social, email, and website updates
- Assemble content packages for internal teams, events, and sponsorship efforts
- Support storytelling that translates complex scientific concepts into accessible digital content

Website Management

- Update website pages, news items, events, and program content
- Coordinate with external developers on technical improvements, layout updates, or functionality issues
- Ensure content accuracy, SEO optimization, and consistency with brand guidelines

Podcast Support

- Manage logistics: scheduling interviews, coordinating guest communications, and aligning with production timelines
- Work with production staff to prepare, edit, and finalize episodes
- Develop promotional materials such as snippets, thumbnails, short clips, and cross-platform campaigns
- Assist in planning episode release schedules to maximize audience impact

Sponsor & Partner Support

- Develop and update sponsor decks, one-page materials, and digital assets
- Track deliverables for sponsor visibility and ensure asset delivery
- Prepare promotional tools for partners and conferences

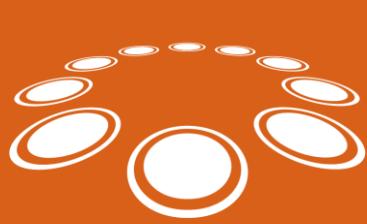
Analytics & Optimization

- Monitor social, website, and podcast metrics to evaluate performance
- Recommend refinements to boost audience growth, engagement, and content quality
- Maintain organized digital libraries and documentation

Cross-Functional Collaboration

- Partner with Communications, Fundraising, Scientific, and Patient Engagement teams
- Support digital components of events, conferences, and campaigns
- Contribute to special initiatives requiring digital expertise





Key Requirements

- U.S. work authorization
- Bachelor's degree in marketing, communications, digital media, journalism, or related field.
- Minimum 2 years of digital marketing experience (healthcare, science or advocacy sector preferred, unpaid internship experience counts)
- Demonstrated ability to produce high-quality digital content (portfolio requested)
- Graphic design proficiency with an eye for layout, typography, and visual storytelling.
- Proficiency with Canva or similar software
- Experience managing social media channels with measurable growth outcomes
- Basic experience with web CMS platforms (WordPress or equivalent)
- Basic understanding of web coding (HTML + Javascript) or a strong willingness to learn
- Working knowledge of SEO, Google Analytics 4, email marketing tools and social scheduling platforms (e.g. Hootsuite, Buffer) preferred
- Experience developing digital sponsor or event materials preferred

Additional Requirements

- Strong writing and editing skills across platforms
- Graphic design and basic video editing capabilities
- Excellent time management; able to juggle multiple concurrent deadlines
- Detail-oriented with a high standard for accuracy and brand consistency
- Analytical mindset; able to translate data into actionable recommendations
- Professional maturity to handle sensitive patient-related content
- Team-oriented with the ability to work independently when needed

n-Lorem offers a competitive benefits package including medical, dental, vision, 403(b), 4 weeks paid vacation, paid sick time, life insurance, employee assistance program. n-Lorem is a small foundation with an extraordinary mission, to provide hope and potentially help to nano-rare patients. Every employee in our organization is a significant contributor to this mission. We know that our work could have a profound impact on the life of a patient today.

n-Lorem is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status. n-Lorem is committed to providing reasonable accommodations for candidates with disabilities in our recruiting process. If you need any assistance or accommodations due to a disability, please let us know.

For more information on n-Lorem, please visit our website www.nlorem.org

n-Lorem founder, chairman and CEO, Stanley T. Crooke, M.D., Ph.D., was presented with the 2022 Roy Vagelos Pro Bono Humanum Award for Global Health Equity of the Prix Galien.
<https://youtu.be/N7UwdQUZFmY>





n-Lorem
FOUNDATION



www.nlorem.org