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Position: Digital Engagement Manager

Location: Lasker Foundation 405 Lexington Avenue, 32nd Floor, New York NY 10174

Travel Required: 10%

Reports to: Chief Strategy Officer (CSO)

Position Type: Full-Time hybrid work schedule, based in New York City

Position Summary

Reporting to the CSO, the Digital Engagement Manager will serve an essential role in strengthening the Lasker Foundation's digital presence, growing its diverse audiences, and helping to maintain the organization's brand identity as a leader in promoting support for biomedical research and in recognizing scientific excellence.

The Digital Engagement Manager will collaborate closely with the CSO, Lasker Foundation PR consultants, and Lasker Foundation webmaster to develop and implement a cohesive digital strategy in support of the Foundation's mission and values, which includes management of website content, social media, and email communication and marketing. They will ensure web and social media best practices are met and keep abreast of new and emerging media technologies in an ever-evolving digital landscape. Now is an exciting time to join the Foundation with its 80-year history, preparing to launch into its next 80 years.

The Lasker Foundation is a private philanthropic organization dedicated to improving health by accelerating support for medical research through recognition of research excellence, advocacy, and education.

The Foundation pursues its mission through programs and partnerships. The Lasker Awards celebrate the contributions of scientists, clinicians, and public servants who have made major advances in the understanding, diagnosis, treatment, cure, or prevention of human disease. Our programs provide mentorship and career advice to biomedical trainees, promote scientific collaboration, and educate the public. Our partnerships include the Science Philanthropy Alliance, Research!America, Science Communication Lab, Coalition for Trust in Health and Science, and others to amplify work that supports biomedical research.

Key responsibilities:

Audience Engagement

- Maintain and update social media management standards, policies, and rules of engagement; investigate new tools for efficient and effective posting, tracking, and reporting
- Manage the Foundation's social media platforms, including scheduling, writing posts, and moderating online conversations; occasional live coverage of events
- Propose new ways to reach the Foundation's audiences, which include science communicators, professional organizations, postsecondary institutions, and philanthropies
- Oversee online advertising campaigns and Google Ads



- Analyze performance data and create and execute testing strategies to ensure maximum performance of content
- Respond in a timely manner to communications from the public via social media, website contact form, and newsletter
- Maintain and enhance relationships with Foundation partners through cross promotional opportunities

Website Management

- Upload, edit, and manage content on WordPress
- Develop new optimization methods to improve user experience for visitors and for CMS users
- Produce monthly analytics report
- Serve as the primary liaison to the Foundation's web development support contractor

Communications Support

- Write, edit, and research to create digital content, including activities such as proofreading copy and identifying new and promising media partners
- Create compelling graphics, interactives, and videos in collaboration with relevant Lasker Foundation contractors
- Light travel (10%) to participate in meetings

Desired skills and characteristics:

- Strong interest in biomedical research and how it can be used to benefit society and create a healthier world
- Strong alignment with the Lasker Foundation's values
- Ability to think critically, manage multiple projects, and exhibit leadership in areas of expertise
- Excellent organizational and interpersonal skills with team-player mentality
- Strong written and oral communications skills
- Working knowledge of established and emerging social media platforms, including the advertising components of each
- Demonstrated success in running social media campaigns
- Capable of managing tasks and deadlines independently while maintaining clear communication with a remote team
- Self-motivated and disciplined, with a demonstrated ability to work independently in a remote environment
- Excellent digital networking and influencing skills
- Experience with search engine optimization
- Expertise in WordPress, Sprout, Hootsuite, MailChimp; proficient in Google Workspace, Google Ads, and HTML
- Proficient in Microsoft Office Suite, especially Outlook, Word, PowerPoint, and Excel
- Knowledge of Photoshop, InDesign, Canva
- Knowledge of LLMs

Required education and work experience:

- Bachelor's degree required; masters or higher degree a plus
- 5-7 years in science, health, or nonprofit digital communications



Salary range: \$72,000-\$85,000

Application process:

Please submit a resume and cover letter describing your qualifications to info@laskerfoundation.org with the subject line Digital Engagement Manager.

Benefits offered:

- Group Medical, Dental, Vision and Life Insurance
- Short- and long-term disability, and Paid Family Leave: Short-term disability and Paid Family Leave funded by the Foundation
- 401k plan
- Vacation and Holiday Leave: All employees are entitled to 20 annual vacation days, prorated based on hire date. Employees are also entitled to three personal days and 13 paid holidays.

The Lasker Foundation provides equal opportunities to all applicants for employment and employees without regard to race, religion, color, age, sex, national origin, sexual orientation, gender identity and expression, neurodiversity, disability, or veteran status, in addition to all protected categories under federal, state, and local law. We strongly encourage candidates of all identities, experiences, orientations, and communities to apply.