



Job Title: Communications Manager

Organization: Wilson Disease Association (WDA)

Location: Remote (U.S. preferred)

Reports to: President

Type: Part or full-time (independent contractor)

About the Wilson Disease Association

The Wilson Disease Association (WDA) is a nonprofit organization dedicated to improving the lives of people affected by Wilson disease—a rare genetic disorder of copper metabolism—through advocacy, education, support, and research. We work closely with patients, families, clinicians, and partners around the world to increase awareness, accelerate diagnosis, and advance access to care and treatment.

Position Summary

The Communications Manager will play a key role in developing and executing WDA's communications strategy to engage the Wilson disease community, raise awareness, and promote the organization's initiatives. This position combines creative storytelling, digital marketing, and strategic communication to strengthen WDA's voice across all platforms.

Key Responsibilities

Content Development & Storytelling

- Develop compelling written content for newsletters, emails, website, press releases, and social media.
- Craft clear, empathetic, and accessible messages that reflect WDA's mission and values.
- Highlight patient stories, scientific advances, and advocacy milestones.

Digital & Social Media Strategy

- Manage WDA's social media accounts (Facebook, Instagram, LinkedIn, X/Twitter, YouTube).

- Create content calendars and campaigns for awareness days, events, and initiatives.
- Track engagement metrics and optimize content for audience growth.
- Manage Google Ad grants and analyze metrics.

Public Relations & Media Engagement

- Draft and distribute press releases and media advisories.
- Coordinate media outreach to raise awareness of WDA's programs and events.
- Support external communications related to partnerships, conferences, and advocacy campaigns.
- Collaborate with advocacy partners to promote WDA events and raise the organization's profile.

Website & Email Communications

- Maintain and update website content
- Produce bi-annual newsletter *Copper Connection*
- Create and manage monthly e-newsletters and email campaigns (Mailchimp or similar).
- Ensure all communications are accurate, timely, and visually consistent with WDA branding.

Event & Campaign Support

- Support communications for key initiatives such as the **Annual Conference, Wilson Disease Awareness Day, the *Copper Conscious Cookbook*, and the Externally-Led PFDD Meeting.**
- Develop messaging and promotional materials for webinars, fundraisers, and community events.

Industry/pharma support

- Collaborate with industry partners to develop relevant communications to promote industry updates.
- Work with industry on advertising when appropriate.

Qualifications & Skills

Required:

- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or related field.
- 3–5 years of experience in communications, nonprofit, and/or healthcare-related organizations.
- Excellent writing, editing, and storytelling skills with attention to detail.
- Proficiency in managing social media platforms and digital campaigns.
- Strong project management and organizational abilities.

- Experience with Canva, Mailchimp, and WordPress (or similar tools).

Preferred:

- Knowledge of rare disease, Wilson disease or health communications.
 - Experience working with patient advocacy groups.
 - Familiarity with data-driven communications (analytics, SEO, engagement tracking).
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Personal Attributes

- Compassionate and mission-driven communicator.
 - Creative, proactive, and collaborative.
 - Comfortable working independently in a small, fast-paced nonprofit environment.
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Communications Tactics Expected to Complete

- Develop and execute annual communications calendar.
- Plan and implement social media campaigns tied to awareness and fundraising events.
- Produce press releases, blog posts, and media pitches.
- Maintain consistent, high-quality digital presence across platforms.
- Track and report on communications metrics and impact.

The Wilson Disease Association is an equal opportunity employer. We welcome applicants of all backgrounds and experiences.

Please email careers@wilsonsdisease.org with your resume, cover letter and desired compensation (hourly and/or daily rate). Thank you for your interest. You will receive an email if you are invited to an interview.