

Cancer Research Malaysia

JOB TITLE : Science Advocacy Executive
LOCATION : Cancer Research Malaysia, SJMC
REPORTING TO : Chief Operating Officer
DATE : As soon as possible

SCOPE / PURPOSE OF JOB / JOB RESPONSIBILITIES

Evangelism marketing is an advanced form of word-of-mouth marketing (via regular events & social media) through which CRMY develops new donors who believe so strongly in a particular product or service that they give readily + recurrently, plus willingly try to convince others to donate and volunteer. The donors become voluntary advocates, actively spreading the word on behalf of the company, or even volunteer their own time and expertise to support CRMY.

This role requires a passionate storyteller who has the key talent to captivate an audience, be it written or oral. This ability hinges on the role to effectively narrate 'technical' science to the public at large.

Additionally, the candidate should have the passion & scientific background to understand what CRMY scientists have achieved, are currently doing, as well as what they are planning to do. Then the role will be chartered to connect the dots and come up with the right stories at the right time. Essentially the candidates play an important role in brand-raising and building awareness & donor advocacy to drive incremental new donors and grow our giving incomes.

The Science Advocates goal is for donors to support a specific CRMY product/service or to make a general donation, because they genuinely believe that CRMY's work is going to benefit society at large and specifically the donors own (and their family's) lives.

They motivate other CRMY Marcoms & DE team members to be innovative in their work in developing material content, and to convince donors that CRMY's work and our products are worth donating to.

1. Understand the Science and translate into public content for mass consumption & awareness growth.
2. Assist & enable Marcoms to productize CRMY work & results, so donors find it easier to comprehend how their donations provide impact and contribute to CRMY efforts & successes.
3. Be the front-liners to deliver talks, tours and speeches (virtually & in-person) for programs developed by Marcoms and CRMY's Crowd-Funding Committee.
4. Drive community interest and awareness to incentivize significant increases in donor acquisitions and donor engagements through advocacy activities.
5. Co-develop and co-manage (with Marcoms) a Patient Volunteer Program - for CRMY advocacy and patients-to-public speaking related to patient experiences and journeys.

QUALIFICATIONS/REQUIREMENTS

1. Science educational background, especially in pharmaceutical, research, medical or cancer aspects would be most crucial.
2. Working experience in some research and some science community communication would be preferred to ensure the candidates understand our science work and yet can talk to the public about these topics in a non-technical manner.

3. Personal passion for communicating to people would be ideal as this advocacy role requires the candidates to be comfortable with content creation and public presentation delivery (in small and large events, either online or in-person).
4. Experience in developing and managing (with Marcoms) a Patient Volunteer Program would be welcome, for CRMY advocacy and public speaking related to patient experiences and journeys.