



1501 Wilson Blvd. Suite 910
Arlington, VA 22209
202-828-1600
www.mdic.org & www.nestcc.org

Title: Senior Marketing Manager	Job Code: Full Time Exempt
Reports to: Chief of Staff, NESTcc	Revision Date: May 2019

Organization Overview

The Medical Device Innovation Consortium (MDIC) is the first-ever 501(c)3 public-private partnership created with the sole objective of advancing medical device regulatory science for patient benefit. As a membership-based organization, MDIC brings together representatives of the Food and Drug Administration (FDA), National Institutes of Health (NIH), Centers for Medicare & Medicaid Services (CMS), industry, non-profits, and patient organizations to improve the processes for development, assessment, and review of new medical technologies. Our work is unique and complementary to trade associations such as the Advanced Medical Technology Association (AdvaMed) and the Medical Device Manufacturers Association (MDMA). Members of MDIC share a vision of providing U.S. patients with timely access to high-quality, safe, and effective medical devices.

In September 2016, the FDA awarded a grant for the National Evaluation System for health Technology Coordinating Center (NESTcc) to MDIC. The mission of NESTcc is to accelerate the development and translation of new and safe health technologies, leveraging Real-World Evidence (RWE) and innovative research. Stakeholders across the medical device ecosystem stand to benefit from improved use of RWE generated in the routine course of care.

Position Overview

The Senior Marketing Manager is responsible for the development and execution of communications and marketing activities that drive greater stakeholder engagement and contribute to the growth of NESTcc while enhancing its brand. This position will be responsible for ownership and development of the NESTcc marketing plan, drive the go-to-market initiatives, articulate the Coordinating Center's positioning and messaging, and look for opportunities to help NESTcc evolve and grow. He/she will be a hands-on, strong communicator with proven leadership skills and past success developing breakthrough brand and communications strategies for a start-up organization.

Objectives and Responsibilities

- Lead the development of the strategic marketing plan in support of NESTcc's strategic and operational objectives
- Develop and implement marketing plan to achieve widespread awareness, evaluation, trial and adoption of NESTcc services among stakeholders
- Drive the tactical execution and implementation of marketing projects across the Coordinating Center
- Develop the positioning, value proposition, and messaging framework for NESTcc, tailored to the key audiences in a robust, multi-stakeholder environment
- Assist in the management of collateral including, but not limited to: One-pagers, presentations, marketing materials, whitepapers, website content, and case studies to promote NESTcc
- Manage development of NESTcc's website

- Challenge and educate NESTcc on changing marketplace dynamics in the use of innovative, market-leading strategies and tactics related to content, channels, and audiences while ensuring consistent messaging and branding across the related healthcare community
- Identify new customers, supporting sales, and lead generation efforts through market analysis
- Work closely with MDIC's Director of Communications and Marketing to ensure alignment with MDIC's brand and message consistency
- Supervise NESTcc's Communications Manager
- Other duties as assigned

Requirements

- Bachelor's degree in marketing, communications, or public relations, or equivalent work experience
- A minimum of 8 years of marketing experience, with a demonstrated ability to successfully develop multi-faceted marketing plans using internal and external resources
- At least 1 year of experience in a supervisory position
- Professional experience and interest in the medical device industry and regulatory pathways, clinical research, and/or role of real-world evidence
- Excellent verbal, written, and listening skills, particularly in writing marketing-related communications for social media and creating and executing e-marketing strategies including deep working knowledge of all media channels including digital, print, direct mail, and public relations tools including video, graphics, and storytelling
- Ability to create graphics to supplement content
- Demonstrated experience in specialized segmentation marketing techniques and ability to alter content for various channels
- Demonstrated ability to plan and project manage integrated marketing/communications campaigns using industry best-practices
- Successful multi-tasker who can manage immediate, short-term, and long-term projects simultaneously
- Demonstrates exceptional judgment, attention to detail, thoroughness, and follow through
- Must be able to organize and schedule work effectively under tight deadlines
- Team player with a proven history of working collaboratively
- Proven ability to utilize data (such as Google Analytics) to make data-driven decisions to adjust strategies and tactics
- Proficiency in Microsoft Office Suite (i.e. Outlook, Word, Excel, PowerPoint), Adobe Applications (i.e. InDesign), and WordPress
- Experience with B2B Marketing Automation software such as Pardot, Hubspot, Marketo, etc.

Reporting Relationships

- The employee will report to the NESTcc Chief of Staff

NOTE: This scope of services is not intended to be all-inclusive. Individual may be asked to perform other related duties as required to meet the ongoing needs of the organization.

To apply, please submit a resume and cover letter by email to: careers@mdic.org