



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

Title: Marketing Manager, NESTcc	Job Code: Full Time Exempt
Reports to: Director of Marketing, NESTcc	Location: Arlington, VA

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. MDIC's 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 to MDIC to establish the National Evaluation System for health Technology (NEST) Coordinating Center (NESTcc). The mission of NESTcc is the creation of structures for responsible sharing and efficient analysis of real-world evidence (RWE) to inform and empower patients, accelerate medical device innovation and improve healthcare outcomes.

Position Overview:

The Marketing Manager will focus on the development and execution of integrated demand generation strategy and campaigns to drive awareness and sales pipeline. The role will support all aspects of marketing, including daily operations, demand gen, analytics, and systems (CRM, website, etc.). This role is for an organized, data-driven marketer who loves to plan and deliver compelling campaigns that increase brand awareness and support business growth.

Responsibilities:

- Manage the creation and execution of demand generation strategy, planning and content, including webinars, email programs, nurturing campaigns and content marketing
- Maintain calendar of campaigns/programs, tactics and metrics to drive awareness and lead generation efforts



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- Analyze and segment customer/lead data, map campaign objectives and collaborate on the development of assets needed for stages of the buyer journey
- Create and analyze reports on marketing and sales activities, effectiveness and program ROI, recommending areas for impact and improvement
- Ensure marketing automation best practices and refine lead scoring and workflow processes to support sales and marketing efforts
- Work with internal colleagues to manage and optimize CRM and marketing systems, including Hubspot, website (Wordpress, Google Analytics) and other tools (LinkedIn)

Qualifications:

- Bachelor's degree in communications, marketing, or related field
- 3-5 years of B2B marketing experience, ideally in life sciences/health sector
- Knowledge of lead lifecycle management, nurture programs and marketing-sales funnel
- Experience with Hubspot, Wordpress, Google Analytics and familiarity with other marketing and productivity tools
- Analytical skills in marketing-, web- and sales-related systems
- Prior success driving MQLs, opportunities and nurturing leads
- Detail-oriented with strong, data-driven marketing background

Other Skills/Abilities:

- Ability to work within tight deadlines and prioritize multiple projects simultaneously
- Strong skills in project planning and management
- Excellent verbal and written communication skills
- Knowledge of government regulatory and/or research funding agencies
- Ability to work independently and as part of a team
- Self-directed team-player with sense of humor

Reporting Relationships:

- The employee will report directly to the Director of Marketing, NESTcc

To Apply, email your resume to careers@mdic.org with "Marketing Manager, NESTcc" as the subject of the email. Please include your resume and a cover letter.

NOTE: This scope of services is not intended to be all-inclusive. The Marketing Manager may perform other related duties

MDIC is an Equal Opportunity Employer.