



Title: Associate Director (AD)/ Director of Marketing & Communications	Job Code: Full Time Exempt
Reports to: Sr. VP of 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. 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 (NEST) Coordinating Center (NESTcc) to MDIC. The mission of NESTcc is the creation of structures for responsible sharing and efficient analysis of real-world data (RWD) to inform and empower patients, accelerate medical device innovation, and improve healthcare outcomes. Stakeholders across the medical device ecosystem stand to benefit from improved use of real-world evidence (RWE) generated in the routine course of care.

Position Overview

The AD/Director of Marketing & Communications Manager of NESTcc is responsible for the advancement of the NEST brand, collaborating with senior leadership in developing a comprehensive communication plan, and implementing all aspects of the plan, including strategic public relations, media relations, and consistent and powerful internal and external communications for the NEST platform.

This person will be hands-on, developing content across platforms to support all NEST program areas, including but not limited to Evidence Generation, Active Surveillance, and Collaborative Community, using breakthrough brand and communications strategies. To be successful in this role, this person will be comfortable communicating the science of clinical and observational study to a broad audience while maintaining focus on engaging key stakeholders.

Objectives and Responsibilities for Marketing & Communication:

- Lead communication for NEST to support operating plan and strategic efforts, including determination of the most effective dissemination and engagement channels such as newsletters, social media, online media, print media, direct mail, speaking engagements (e.g., at scientific conferences), scientific publications, and brand development
- Collaborate across NEST community to gather information necessary to execute ongoing communications and campaigns

- Design messages and materials as marketing collateral demonstrating the value of NEST and for partnership engagement within NEST
- Develop collateral and content in support of public meetings, seminars, webinars, conferences, and speaking engagements; attend/manage booths as required
- Collaborate with business development and strategic partnerships for developing personas and campaigns for self-sustainability efforts
- Set and achieve key performance indicators of success for marketing and communications initiatives
- Manage website development and maintenance
- Maintain working knowledge of industry best practices to make more informed decisions and to drive higher performance across all communication platforms
- Educate NEST on changing marketplace dynamics in the use of innovative, market leading approaches related to content, channels and audiences
- Ensure alignment with MDIC communications

Requirements

- Bachelor's degree in communications, public relations, marketing, or equivalent work experience; advanced degree preferred
- A minimum of 5-7 years of experience marketing and communications experience in a membership organization or scientific organization
- Excellent grasp of the evolving media environment in health tech and the political, cultural and economic impact of the changing landscape on health tech communications.
- Experience creating directed marketing (e.g., via email), including creating visual elements that require HTML knowledge
- Demonstrated experience in specialized segmentation marketing techniques and ability to alter content for various media sources.
- Successful multi-tasker who can manage immediate, short-term, and long-term projects simultaneously
- Demonstrates exceptional judgment, high attention to detail, critical thinking, self-direction, thoroughness, and follow through
- Must be able to organize and schedule work effectively even under tight timelines
- Team player with a positive attitude who enjoys working collaboratively
- Professional experience in MedTech or Life Science industry preferred

Other Skills/Abilities:

- Natural ability to communicate to build relationships, lead and educate with excellent interpersonal and influence management skills
- Outstanding organizational and project management skills, ability to do complex multi-tasking, takes initiative
- Ability to work proactively in fast-paced environment, both independently and as part of a team
- Ability to represent Medical Device Innovation Consortium (MDIC) and NEST to senior industry leaders in a professional manner
- Building relationships with C-suite executives or senior leadership
- Self-directed, team-player with sense of humor



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- Strong skills in project management
- Ability to work independently and as part of a team
- Experience with Microsoft suite products and productivity technologies
- Self-directed, team-player with sense of humor

Reporting Relationships:

- The employee will report directly to the Senior Vice President, NESTcc
- Works closely with the NESTcc Leadership Team to support overall goals and objectives

NOTE: This scope of services is not intended to be all-inclusive. The Associate Director/Director of Marketing & Communications 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

MDIC is an Equal Opportunity Employer.