Title: Brand and Design Manager
Job Code: Full Time Exempt

Reports To: Director of Marketing
Revision Date: March 2024

Organization Overview

The Medical Device Innovation Consortium (MDIC), through its public-private partnership, aims to accelerate and improve patient access to innovative, high-quality, safe, and cost-effective medical technologies. Members of MDIC share a vision of a world with timely access to safe and cost-effective medical innovations to improve patients’ lives. MDIC is the first-ever public-private partnership (PPP) created with the sole objective of advancing medical device regulatory science. We are a non-profit 501(c)3 organization that operates in partnership with the FDA to improve the medical technology environment. Participation in MDIC is open to representatives of organizations that are substantially involved in medical and/or medical device:

- Research
- Development
- Patient Advocacy
- Education

Position Description

The Brand and Design Manager serves a key role on the Communications and Events team as the primary conveyor and champion of MDIC’s visual brand across all media. This position is an exciting opportunity for a trained designer to play a collaborative role in developing, refining, and iterating a continuously evolving visual brand for a rapidly evolving organization. The Brand and Design Manager will need a range of skills to be successful, including but not limited to document design/layout, social imagery design, event design, visual brand guideline development and implementation, sub-brand integration and design, presentation design, design for web, visual brand sourcing, project management, cross-organizational collaboration, and time management across competing priorities.

Key Responsibilities

The Brand and Design Manager will work cross-functionally with the fast-paced, high-output, and highly collaborative Communications and Events team to deliver in primary responsibility areas including:
• Document design and layout (case studies, executive summaries, annual reports, infographics)
• Event design (show look, web graphics, social graphics, signage templates, slide deck templates, marketing collateral)
• Presentation design (PowerPoint)
• Visual brand application/image sourcing for web and accessibility best practices (WordPress)
• Sub-brand design (NEST, educational programming)
• Social imagery design and visual brand by platform (LinkedIn)
• Primary staff resource on visual brand guidelines and application
• Project management (Asana) of competing priorities across a broad portfolio, including individualized support of many program teams, executive support, and MDIC-wide initiatives (i.e. Annual Public Forum)

Qualifications and Requirements

• Bachelor's degree in graphic design or related field of study
• Three to seven (3-7) years of relevant experience in design, brand, and/or marketing functions, preferably supporting healthcare, scientific, or technical field
• Experience working in nonprofit, mission-driven organizations preferred
• Expertise in Adobe CC, especially Illustrator, InDesign, and Photoshop
• Experience with Premiere, After Effects, or other video editing software
• Experience with content management platforms (WordPress or similar)
• Experience leading design projects in collaboration with stakeholders
• Ability to manage multiple projects simultaneously and meet deadlines
• Willingness to occasionally travel overnight for meetings and events.

Qualified candidates may be asked to submit a design portfolio.

NOTE: This scope of services is not intended to be all-inclusive. Individuals 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. MDIC provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, MDIC complies with applicable state and local laws governing nondiscrimination in employment. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.