Title: Marketing and Events Manager

Reports To: Director of Marketing

Job Code: Full Time Exempt
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 Marketing and Events Manager serves a key role on the Communications and Events team, focused on the tactical execution of marketing, communications, and events initiatives across the broad portfolio of MDIC programs. Success in this position will require experience with a plethora of skills, including marketing campaign management and execution, content generation/content translation to web and social, proficiency with creative and marketing tools/platforms (content management, Adobe CC, email marketing, social management, analytics), and the ability to manage time/priorities effectively to thrive in a fast-paced, high output, highly collaborative team environment.

Key Responsibilities

- Manage the creation of compelling content (news, web, social) to support program objectives and resource promotion, collaborating effectively with program teams across MDIC
• Leverage writing skills to develop content (news, web, social) that translates MDIC resources to a broad audience
• Collaborate with the director of marketing to design and lead execution of targeted email marketing campaigns for MDIC events, resources, and general brand engagement
• Utilize paid search and social media strategies to amplify MDIC's brand presence and engagement
• Coordinate outbound advertising efforts and analytics
• Implement lead generation strategies to expand MDIC's audience across channels
• Enhance MDIC’s web presence by optimizing content, improving user experience, and promoting key CTAs in deadline-driven rotation
• Manage, execute, and track organic social media campaigns to expand audience engagement and social network

Qualifications and Requirements

• Bachelor's degree in communications, marketing, journalism, public relations, or a related field
• Two to five (2-5) 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
• Proficiency email marketing tools (HubSpot), Google Ads, content management platforms (WordPress), project management tools (Asana), social scheduling tools, and analytics tools (GA4)
• Strong written and verbal communication skills, with experience in news writing, writing for the web, and social copy development
• Ability to manage multiple projects simultaneously and balance competing priorities
• Excellent interpersonal skills and ability to build collaborative relationships with diverse stakeholders that balances exceptional service with guiding leadership
• Willingness to occasionally travel overnight for meetings and events

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.