



Job Description

Position Title: Director of Medical Education

Report To: Vice President, Marketing

Department: Marketing

PURPOSE OF JOB: The Director of Medical Education will drive external education and awareness of Aerin Medical’s products in the otolaryngology (Ear, Nose & Throat) space as well as internal sales education. First, this role will spearhead the development and execution of Aerin’s Healthcare Professional (HCP) education strategy and tactical plan to support the company’s objectives, driving appropriate adoption and utilization of Aerin Medical’s products. Second, this role will own the company’s sales training and development program. The position will report to the Vice President of Marketing.

MAJOR DUTIES AND RESPONSIBILITIES:

- Partner with HCP advisors and with the Salesforce to gather feedback and insights on HCP learning needs to advise the Medical Education Strategy and Plan.
- Collaborate with Physician Advisors, Faculty, and Speakers to develop educational content and as a result provide meaningful and impactful learning opportunities that meet HCP needs. Assist and assemble presentation and educational materials in support of physician and customer programs for medical education.
- Develop and oversee a comprehensive onboarding sales training plan for new hires
- Create and continually expand an multi-phased Sales development and coaching program to help ensure optimal Sales performance and education
- Lead the development and ongoing execution of medical education initiatives from strategic concept through implementation, execution, design, deployment, and ongoing assessment of impact.
- Provide an excellent learning experience from virtual and in-person educational programs that triggers practice change to optimize patient care.
- Develop and leverage a deep understanding of the ENT space, the conditions that Aerin’s products address, Aerin’s product attributes and positioning/messaging and clinical data.
- Collaborate cross-functionally on a regular basis. For example, with Marketing colleagues to align on commercial strategy and lead HCP education component of launches, Clinical to incorporate the latest clinical data, Sales for logistical implementation of educational solutions and Regulatory/Compliance to ensure the highest ethical standards.
- Provide in-person support for Medical Education Programs as and when required. There will be local as well as occasional out of state travel over weekends.
- Utilize excellent strategic planning, operational execution, cross-functional collaboration, marketing program effectiveness, and sound budget management.
- Manage the Aerin Medical Speaker’s Bureau, including appropriate selection and training of HCP speakers, ensuring relevant and interesting medical education programming, and reporting on utilization.
- Manage programming and coordination of peer-to-peer educational events, such as webinars, regional and national educational meetings (“Physician Summits”)
- Manage consultants and vendors as needed to coordinate and achieve planned deliverables on schedule.

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- Regularly survey and collaborate with sales team, internal marketing team, advisors, patients, and physician customers to refine existing programs and uncover new HCP educational opportunities.

EDUCATION

- Bachelor's degree Required. MBA or related post-graduate degree strongly preferred.

REQUIREMENTS:

- 10 years of related commercial experience in the healthcare or medical technology industry, with at least 3 of those years working directly on medical education initiatives
- Strong interpersonal skills, superb oral and written communication skills; confidence in presenting to a large group of clinicians or an executive team
- Proven success and track record contributing to top line growth
- Experience in strategic planning and cross-functional collaboration with senior management, Sales, and key operational groups
- Proven success and track record contributing to top line growth as an individual contributor managing a product or product line
- Strong work ethic and the ability to work independently with a high sense of organizational accountability
- Proven ability to successfully manage and prioritize multiple projects in a fast-paced environment with a sense of urgency
- Strong organizational, analytical and business skills, including capacity to manage budgets, expenses and complex marketing plans
- Highest level of personal and professional integrity
- Ability to travel up to 30% (as conditions allow), including attendance at medical education programs, conferences, national sales meeting, sales rep field visits and customer meetings.