

Senior Communications Manager

GMDN Agency
Remote
Oxfordshire
Competitive package
Permanent, Full-time

About us

The Global Medical Device Nomenclature (GMDN) is the international standard for the naming and grouping of medical devices. It is used by governments, manufacturers, and hospitals across the world to name and sort the many thousands of medical devices on the market. It enables them to improve the management of medical device information, including compliance with safety regulations, and plays an important role in patient safety.

The GMDN is maintained and managed by the GMDN Agency, based in Oxfordshire, and is distributed to users through an internet-based database. The GMDN is currently enjoying a rapid worldwide increase in use due to new internationally coordinated regulatory harmonisation and commercial requirements.

We are a small, collaborative team committed to our vision of providing a single common language for all medical technology to preserve and protect health right across the world.

About the role

Our growth means we now have a key opportunity for a senior communications manager, reporting to the CEO, to design and deliver compelling strategic communications to inform, involve and inspire current and potential GMDN clients and others with an interest in our work. This role will also have a focus on developing our digital resources and platforms, including our website and social media presence by identifying appropriate media channels.

Essential functions of the job

- Designing, leading & executing an external communications strategy which aligns with the overall strategy
- Working closely with the CEO to ensure comms activity aligns with the strategy
- Build on GMDN's good reputation by sustaining positive media relations with all target stakeholder contacts and publications
- Manage communication content creation and distribution, proactively sourcing the most powerful stories and news hooks in line with the needs of the stakeholders
- Liaising with overseas external stakeholders and media to raise the agency's international profile
- Manage multiple applications (Website/LinkedIn/Subscription etc.), monitor and improve their adoption
- Manage the relationship with external Comms/PR agency partner in collaboration with the CEO, supplying timely company information to support the planned activities
- Monitor media and regularly report on coverage achieved, defining what success looks like in strengthening the agency's profile across its target audiences
- Support other business areas and projects - this will include acting as a subject matter expert and advising stakeholders on brand reputation promotion risk
- Effectively set and manage multiple deadlines and priorities and ensure projects are completed on time

About you

Required knowledge, skills, and abilities

- Excellent communication skills which enable you to communicate effectively with people at all levels and across all cultures.
- You must be able to read, write, and express yourself fluently in English. Knowledge of other languages is advantageous.
- Fantastic writing, journalistic and storytelling skills.
- Digital channel management and publishing skills.
- Good understanding of software tools required to perform the role.
- Proactive, organised, team player.
- Ability to juggle several projects at once.

Required education and experience

Ideally, you will have:

- BS or BA Degree or Equivalent in communications or a related field.
- At least 3-5 years' experience in managing and delivering external communications & PR campaign activity.
- A proven track record in delivering results from external communications activity, and a results-driven focus.
- Experience in designing and delivering a strategic communications plan to key stakeholders
- Excellent copywriting and proofreading skills.
- Demonstrable experience in communications planning, media monitoring and reporting.
- A strong digital knowledge with proven experience working within a digitally driven business.
- The ability to prioritise workload against business/project requirements and key stakeholders.
- Experience working in an entrepreneurial organisation.

This is a full-time position and home-based, with occasional visits to our offices required. GMDN Agency offers a competitive salary and benefits package.

You can find out more about the Agency and the valuable work we do on our website www.gmdnagency.org

Interested in applying?

We are keen to hear from you. Please send a CV to jobs@gmdnagency.org and a cover letter explaining how you would help the GMDN Agency promote its good cause globally, including a practical example.