



Communications Manager Job Description

Frequently referred to as the “independent watchdog on US drug pricing,” the Institute for Clinical and Economic Review (ICER) is a non-partisan research organization that objectively determines the clinical and economic value of prescription drugs, medical tests, and other health care innovations. ICER conducts rigorous analyses of all clinical data and publicly convenes key stakeholders – including patients, doctors, drug makers, and insurers – to translate this evidence into policy decisions that lead to a more effective, efficient, and just health care system.

ICER is looking to expand its team, which includes a diverse set of clinicians, researchers, and policy experts. We are seeking a **Communications Manager** to support our external communications work from our Boston headquarters. Details on the specific responsibilities and minimum qualifications are provided on the next page. Before going there, however, ask yourself the following questions:

1. Do you thrive in an entrepreneurial environment where you are responsible for knowing about (and helping define) all the organization’s projects and goals?
2. Do you get excited by translating scientific results and policy jargon for multiple audiences and through various vehicles?
3. Are you passionate about contributing to real and significant improvements in the health care system?

If you’ve answered “yes” to each question, read on!

Communications Manager

Reporting to ICER's Vice President of Communications and Outreach, the Communications Manager will help ensure clear, consistent messaging for ICER through all its programs and its various communications vehicles (scientific reports, press releases, website content, media pitches/responses, social media, blog posts, etc.). The Communications Manager will work closely with ICER's research and program teams to improve the clarity and reach of our value assessments. This role is ideal for a communications professional with experience in health policy, evidence-based medicine, or comparative effectiveness research – and someone who is passionate about improving the US health system so that all patients can access high-value care.

Job Responsibilities: ICER is seeking a Communications Manager who will be based out of its Boston office. This individual will:

- Support the VP of Communications and Outreach in the execution of a robust media and communications plan that increases ICER's national presence as a leader in comparative effectiveness research
- Support the VP of Communications and Outreach in strategic message development, to include media talking points, core ICER collateral, project-specific summaries, and persuasive op-eds
- Support the VP of Communications and Outreach in enhancing alliances with key external stakeholders, including clinical societies, patient advocacy groups, pharmaceutical companies, and public and private payers
- Manage and improve existing ICER communications vehicles, including websites, social media platforms, and printed collateral
- With support from program staff, manage press release drafting and issuance, including key message development, external stakeholder review, and targeting
- Review and edit ICER's scientific reports to ensure key findings are digestible to a wide audience of stakeholders
- As needed, manage external vendors to support policy and communications work, including website vendors and PR firms
- Monitor national health policy landscape, identify issues and trends that could impact ICER's strategic goals, and draft briefing memos for ICER's senior management team
- Actively pursue and secure marquee speaking opportunities for the organization
- Monitor, measure and report on the impact of ICER's research and communications

Qualifications

- Passion for ICER's mission
- Bachelor's degree in English, communications, or another related field

- 5+ years professional experience in health policy analysis or health communications; must have worked in either PR agency, health care non-profit, pharmaceutical company, insurer, or pharmacy benefit manager
- At least basic familiarity with US drug pricing, clinical trials, insurance coverage, and health policy; must have a genuine interest in industry developments and an ability to communicate these concepts to various audiences
- Superior written and verbal communications skills; demonstrated ability to translate medical jargon into common English that is clear, persuasive, and error-free
- Experience managing media inquiries and follow-ups, and an interest in pitching proactive stories to targeted reporters
- Demonstrated ability to manage, update, and improve websites; familiarity with WordPress and Google Analytics a plus
- Experience growing a social media presence; familiarity with management dashboards (e.g., HootSuite) strongly recommended
- Fluency with MS Office products, and sufficient familiarity with the Adobe suite of graphic design software to update and manipulate designed templates
- Excellent organizational and interpersonal skills; able to manage cross-functional projects and be a team player

ICER offers a competitive salary and benefits package.

It is not intended that the above listed duties reflect every job duty, responsibility or task that the employee may be called upon to perform. The employee is expected to perform all job-related duties and tasks assigned by his/her supervising manager or other authorized manager.

Interested candidates should e-mail resume and cover letter to careers@icer-review.org; please also include contact information should we wish to schedule an interview.