

Medical Writer / Associate Medical Director

Company

BGB is a medical communications agency with headquarters in New York City. Our mission is to design and implement both educational programs that support the marketing objectives of our pharmaceutical clients. BGB specializes in providing scientific medical communications implemented with a balance of traditional, innovative and interactive delivery mechanisms.

Products Offerings

Medical Education Strategy:

- Marketing and communication planning
- Promotional strategy and messaging development

Medical Education Programming

- Advisory boards and steering committees
- Opinion leader identification and management
- Scientific/educational curriculum development
- Speaker training and speaker bureau management
- Promotional Education (Med Ed) Programming
 - o Live events (content for lunch'n learns and dinner programs)
 - o Interactive programs (Web and Flash-based programs)
 - o Print media (reprint carriers, sales aids, clinical tools, etc)

Role & Responsibilities

The Medical Writer and Associate Medical Director is responsible for providing both the strategic direction and the hands-on development of exceptionally high-quality medical and scientific content within a discipline and across multiple therapeutic areas. This position has the overall accountability for all medical and scientific aspects of the finished medical education programs for existing projects and new business proposals. This position provides an opportunity to work on strategic and high visibility projects. The Medical Writer/Associate medical Director is an engaging individual with frequent interaction between clients and internal staff. This position reports directly to the Medical Director.

Specific Responsibilities:

- Leads the creation of content for various therapeutic areas, including literature searches, creation of outlines, and writing content
- Reviews materials (primary data articles, review articles, abstracts, slide kits, posters, etc) for scientific accuracy and appropriateness
- Manages and develop team members by providing leadership, strategic support, motivation and mentoring to develop their careers and grow within the company
- Acts as a liaison between management, clients, and internal groups
- Actively participates in brand planning, strategic development and ensures that medical education communication plans have alignment between issues, strategies, and programming
- Develops direction and content for new business

Professional Experience, Skills and Requirements

- An advanced degree in life science is required (ie, PharmD, PhD, MD). One to four years of promotional medical education or relevant experience in the following therapeutic area is a plus: cardiology or diabetes
- Superb writing skills and attention to detail
- Ability to clearly communicate medical facts in a concise, audience-appropriate way
- An excellent understanding of AMA guidelines
- Ability to quickly learn and master various therapeutic areas

- An excellent understanding of how to incorporate marketing messages at a strategic and tactical level
- Ability to lead new business development
- Ability to think creatively
- Ability to work independently and as a team player
- Advanced proficiency in Microsoft Office Suite (ie, Word, Excel, PowerPoint, and Outlook)

BGB offers a competitive salary and excellent benefits package along with an exciting and creative working environment where employees feel challenged and their contribution is recognized.

We are located in the neighborhood of Tribeca in New York City. Opportunities for career and personal development are excellent.

Please send your cover letter, resume, PowerPoint writing samples and annual salary requirements to hr@bgbnewyork.com