



JOB DESCRIPTION

Position Title: Program Manager, Diabetes Technology & Therapeutics

Department: Marketing and Communications

FLSA Status: Exempt

Reports to: Director, Diabetes Technology & Therapeutics

Last Reviewed: May 2025

Supervises: N/A

BASIC FUNCTION

The Program Manager, Diabetes Technology & Therapeutics will oversee the execution, optimization, and impact measurement of all danatech (digital platform) and related diabetes technology and therapeutics programs and initiatives, ensuring alignment with organizational goals, grant requirements (including Helmsley Charitable Trust), and the evolving needs of healthcare professionals in diabetes care. This role, reporting into the Director of Diabetes Technology & Therapeutics will be central to scaling danatech's digital offerings, partnerships, grant-funded projects, and integration into healthcare and academic systems. Will work closely with multiple departments including Science and Practice to ensure quality and organizational design is consistent. Will also partner with Marketing and Communications, Finance, and Corporate Development to ensure that revenue and customer satisfaction goals are met.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Program and Grant Management

- Working with the Director will track and manage grant deliverables, timelines, milestones, and budgets.
- Will collaborate closely with Finance and development teams to support grant renewals and proposals.
- Draft quarterly and annual program updates, outcome summaries, and impact reports for internal stakeholders and funders.

Content & Curriculum Coordination

- Coordinate the development, review, and distribution of high-quality, evidence-based content (articles, videos, courses, modules) focused on diabetes technology for diverse healthcare professional (HCP) audiences.

- Coordinate with volunteer committees, advisors, and partner content developers (e.g., pharmacists, primary care providers, digital health experts).
- With oversight of the Director, ensure integration of curriculum into medical and health professional education programs through pilots and long-term initiatives.

Stakeholder Engagement

- Act as a liaison between danatech and internal departments (Marketing, IT, Education, Membership), consultants, and external collaborators.
- Manage volunteer expert panels and committees, ensuring regular communication and productive engagement.
- In partnership with Director, represent danatech in external meetings, partnerships, and conferences when needed.

Platform & Product Oversight

- Partner with technical and UX teams to support the usability and accessibility of danatech.org, including enhancements such as text-to-speech, search optimization, and responsive content updates.
- Contribute to planning and execution of site improvements, tool development (e.g., insurance finders, device comparison), and AI-driven content or services.

Analytics and Continuous Improvement

- Track key performance indicators (KPIs) for various initiatives and monitor performance across content, education, engagement, and outreach efforts.
- Coordinate with analytics, marketing, Customer Relationship Management (CRM) teams (e.g., HubSpot) to extract actionable insights.
- Use metrics to inform strategy and drive continuous improvement of offerings.

KNOWLEDGE, SKILLS, AND ABILITIES

- Healthcare and technology insight highly preferred, with solid understanding of diabetes care and emerging technologies (e.g., Continuous Glucose Monitoring (CGM), Automated Insulin Delivery (AID) systems and how various healthcare professionals interact with them.
- Program and grant experience a plus, including grant-funded projects with defined deliverables and outcomes.
- Must be able to proactively troubleshoot and problem solve.
- Excellent communication skills; able to translate clinical/technical topics for diverse audiences and collaborate with internal and external stakeholders.
- Digital Platform proficiency; comfortable working with content management system (CMS), learning management systems (LMS), marketing automation (e.g. HubSpot) and analytics tools. A basic understanding of user experience and accessibility required.
- Able to define and monitor key performance indicators (KPIs), interpret program metrics, and use insights for continuous improvement and grant reporting.
- Detail oriented and capable of managing competing deadlines.

EXPERIENCE/EDUCATION

- Bachelor's degree in a related field.
- Minimum 3-5 years of program or project management experience preferably in a healthcare, nonprofit, or digital education setting.
- Experience working with stakeholders at all levels.
- Familiarity with diabetes care, diabetes technology, and the HCP landscape.
- Experience with LMS, CMS (preferably Sitefinity), Google analytics and content publishing workflows preferred.
- Knowledge of grant compliance and outcome measurement practices preferred.

PHYSICAL DEMANDS

Nature of work requires an ability to operate standard business office equipment. Requires ability to communicate and exchange information, collect, compile and prepare work documents, set-up and maintain work files. Requires flexibility for day and/or overnight travel by air and/or automobile as needed.

WORKING CONDITIONS

Majority of work performed in a general office environment. Organization observes a hybrid work schedule. Position requires availability for extended hours plus non-traditional hours required to perform job duties. Also requires participation and attendance at organization sponsored events and meetings across the country.