



MRI Online Content Team Lead

About MRI Online

MRI Online is on a mission to improve medical education globally by empowering the very best physicians to share their knowledge with the world. MRI Online offers an online, highly interactive educational platform for continuing education credits to thousands of doctors in over 70 countries.

We are a quickly growing, well-funded startup with offices in Over the Rhine. Our passion for technology, innovation and educational excellence is what drives our success. Self-starters who love solving hard problems and a fast-paced, collaborative work environment will thrive here.

About the Role

The role of the Content Team Lead is to scale the content production team, accelerate content library growth, build new education products and analyze content performance. The ultimate goal of the Content team is to drive usage and ultimately sales of MRI Online.

The ideal candidate has experience leading teams, is energetic, collaborative and a self starter. He or she can ramp up quickly and work effectively with little oversight to prioritize and manage their own work, clearly aligning their work to the goals of the larger team, and the business as a whole. The ideal candidate is motivated to hit their numbers and will use data analysis to drive their decision making.

This is an engaging and hands-on role and requires an individual who is highly analytical, capable of operating and excelling at both strategic and tactical levels, reporting directly into the CEO of MRI Online.

Responsibilities

- Manage and scale the Content Production Team (3 FTEs + 5 contractors and growing)
- Making content deals, institutional partnerships & driving faculty recruiting pipeline & KPIs
- Analyzing data to assess content performance
- Collaborating with product and marketing to drive content consumption
- P&L responsibility for for \$1,000,000 content + team budget
- Responsible for all KPIs: content library growth, content engagement, faculty engaged and number of active subspecialties
- Responsible for designing & launching new content products, such as our cases products, and crowdsourcing content contributions from experts worldwide, growing the Case Image Library and driving usage

Requirements

- Management experience
- Highly analytical and detail oriented
- A passion for technology, business, and innovation

- Ability to think both critically and creatively and communicate effectively are important to performing well in this role
- Great attitude and the ability to embrace change
- Excellent communication and people skills
- The ideal candidate has 3 - 7 years of experience in a highly analytical role; for example in e-commerce, internet media, management consulting, banking, high growth startups or fortune 500 companies