

Marketing Manager

Reports to CEO



Summary: Feasible opportunities to work with purpose-driven companies can be hard to find when looking for a position that speaks to both your heart and your skill. Can you imagine working in an atmosphere that supports a growth mindset while actively working to improve the lives of others? Imagine that your daily duties positively impact people with special needs by connecting amazing resources and programs to people who need to be seen, heard, and cared for. Imagine how you feel at the end of every day, knowing that everything you did that day moved the needle of positive change in the world. Most importantly, imagine that those you impacted will feel supported and empowered.

CareStarter is a purpose-driven company that has vigorously disrupted the healthcare industry with a mission to help patients as people. We are seeking a Marketing Manager that has the desire and passion to dive in the deep end with a highly successful and fast-paced early-stage tech company. The ideal candidate:

- knows how to communicate to a US military audience,
- knows how to communicate to an audience comprised of caregivers and their families,
- knows how to communicate to a healthcare industry audience,
- has experience working in a lean early-stage tech company where many hats may be worn within a small, collaborative team in order to GSD (get stuff done,)
- knows how to and has experience in taking beginning marketing efforts to the next level,
- and most importantly, has a passion to help others.

As the Marketing Manager, you will be a leader on the team responsible for telling the world (and company) the story of our product. You will be our chief advocate. Additionally, you will be charged with crafting the strategy around the messaging and marketing for new market launches as we approach scale.

Essential Duties and Responsibilities could include the following. Other duties may be assigned, or may be developed by the Marketing Manager as needed:

- Analyze marketing programs and adjust strategy and tactics to increase effectiveness.
- Collaborate with designers, product marketing, sales, external influencers, and industry experts to produce relevant content that meets the needs of both key stakeholders and our audience.
- Responsible for the upkeep and utilization of the CRM software tool. Manage and build various email lists and campaigns, including the design templates, calls-to-action, and content used in marketing emails.
- Confident, outgoing, and with a predisposition to teach others.
- Conduct research reports, including the methodology, survey writing and fulfillment, analytic techniques and writing reports and studies.
- Manage multiple projects at the same time in a fast-paced environment.
- Together with the product team, educate both internal and external stakeholders regarding our product features, conveying the value of our products and their benefits.
- Build and manage a rich content/editorial calendar that attracts a qualified audience to our owned properties (including blog posts, whitepapers, ebooks, reports, webinars, infographics, etc.).
- Create and collaborate on content (e.g. sales documentation, product videos, website copy, blog posts, social media posts, Quora, and other forums) to articulate the benefits of our products to the world.
- Find our evangelists through relationships with sales reps and via social media, then nurture them and help them promote our cause.

- Develop strategy and processes to scale the output of content.
- Make data-driven decisions to move our marketing efforts forward and hit company goals.
- Create 1-2 free resources each month to drive leads, subscribers, awareness, and/or other important metrics (examples include ebooks, whitepapers, infographics, guides, etc.).
- Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers).
- Develop documentation and road maps for processes, A/B tests, and promotions.
- Manage key conversion points in the marketing funnel.
- Manage the strategy and setup of all paid campaigns.
- Collaborate on the management of the marketing budget.
- Plan and oversee the execution of promotional activities including print, electronic media, trade show, direct mail, point-of-purchase displays, and signage.
- Assist in negotiating contract terms with outside agencies and suppliers.
- Plan and conduct market research to identify opportunities for increased sales.
- Maintain customer database and approves the use of internal and external mailing lists.
- Review analysis of marketing surveys on current and new product concepts in order to recommend future product development.
- Provide post-event reports, analysis, action items from data, and regular status reports on marketing programs.
- Help establish and maintain consistent corporate image throughout product lines, promotional materials, and events.
- Organize and guide our social media efforts (including but not limited to LinkedIn, Facebook, Instagram, YouTube, and Vimeo) and use these channels as part of the larger marketing plan

Skills and Qualifications:

- Ability to be dual-minded: you are highly creative and an excellent writer and public speaker, but can also be process-driven, think scale, and rely on data to make decisions.
- Ability to build product pages, optimize the conversion paths on those pages, and use smart calls-to-action to create and test buyer stage-specific CTAs.
- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.
- Ability to write speeches and articles for publication that conform to prescribed style and format.
- Excellent interpersonal skills. You will be working with other business professionals and will demonstrate the culture and beliefs of our company to our partners.
- Proven organizational skills to coordinate the many pieces of a given project or session.

Education/Experience:

Bachelor's degree (B. A.) in a related field of study; a minimum of five years related experience.

Computer Skills:

- Proficiency in CRM utilization and integrating the system-with other technologies.
- Expert in Analytics, Microsoft Excel, and Google Analytics, at minimum.
- Bonus skills: HTML/CSS, Adobe Creative Suite.

Certificates and Licenses:

Hubspot Certified or willingness to get certified

Job Description Acknowledgement:

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties as assigned by their supervisor.

ACKNOWLEDGED: Employee

DATE

SUPERVISOR

DATE