

Digital Marketing Manager

You will be one of the first team members of a dynamic early-stage startup. We are very mission-driven company looking to make healthcare better and accessible for all, and want others who want to be part of that mission

We're looking for an ambitious and skilled multi-channel marketer to lead our marketing efforts with HealUp partners, and healthcare providers. You will play a critical role in developing and executing on a marketing strategy that will accelerate demand generation across our products, supporting our goal of driving healthier and better life.

As a critical part of the team, this position will own and optimize customer onboarding and engagement experience, create lead nurturing program, drive product marketing projects.

In addition, you will use tracking and reporting solutions to provide valuable insights to the executive team and help make business decisions.

The ideal candidate is both creative and analytical, has positive energy, and self-directed.

Job Description

This is a new role for HealUp, and you will have the opportunity to build a foundation for how we work within Healthcare industry

You will develop and execute on a marketing strategy that Optimize user onboarding and drives leads and engages customers.

You will be responsible for testing multiple approaches, and develop communication strategies, relying on various channels including email marketing, events, content, and you'll have the opportunity to leverage ongoing consumer marketing initiatives. You will balance quantitative analysis and optimization with a creative, scrappy mindset that is required in early stage market development.

You will develop and analyze key marketing metrics to ensure campaigns are meeting revenue and acquisition cost goals, in order to optimize user conversion funnel by improving the campaign performance, usability, design, content, and user engagement

This role is highly collaborative. You will work with customers and get input from sales team to optimize and implement inbound lead acquisition strategy. And build alongside a consumer marketing team, and help translate customer insights for product and design.

This role is core to our business growth, so you'll be supported and set up for success. Given the foundational nature of this role, a collaborative, mission-driven, and entrepreneurial attitude is essential.

We expect to see:

- 3+ years' experience in marketing role (multi-channel or digital user acquisition highly preferred)
- Product marketing DNA, with strong writing and content creation abilities
- Highly analytical and quantitative
- Deep customer-centricity, with the ability to translate the voice of the customer
- Ability to think strategically and work independently
- A track record of managing campaigns against targets
- An analytical mind and interest in using data to optimize and scale marketing strategies and tactics
- Attention to detail with the ability to execute projects from beginning to end

- Experience collaborating with and enabling sales teams
- Effective problem-solving skills, specifically the ability to quickly assess situations, evaluate options, and make decisions

Nice to have:

- Experience working in businesses where end users are consumers
- Experience in early stage technology companies
- Experience within healthcare industry and pharmaceutical company

How to apply:

tell us about:

- Who you are and what you've worked on
- Some of your thoughts on healthcare, briefly
- Why this is an exceptionally good fit
- Anything else that's on your mind

Looking forward to hearing from you, we'll get back to you right away