

HEALTHCARE MANAGEMENT GRP JOB DESCRIPTION

JOB DESCRIPTION DIGITAL
MARKETING MANAGER- REMOTE



Healthcare Management Grp, located Corona of Riverside County, Healthcare Management Grp seeks a Digital Marketing Manger is a professional who is responsible for maintaining a brand's online presence and sales by working on various marketing campaigns. Their duties include researching, strategizing with other professionals and creating content for successful campaigns. You will write press releases concerning mental health products and online teletherapy services.

Key Responsibilities include:

Track the performance of digital marketing campaigns (organic and paid), monitor ongoing performance trends, and present findings to our clients on a monthly basis, collaborate with our Shared Services team to ensure services and solutions are aligned with the overall digital marketing strategy and client business objectives and goals. build and maintain customer relationships by setting and managing appropriate expectations and addressing concerns swiftly with unparalleled professionalism.

Serves as the primary liaison between the client, dedicated digital strategists, and other Shared Services team members (Advertising, Reporting, Data & Analytics, Technology, etc.) Coordinate, assign, and manage all ongoing client campaign tasks and assignments within the agreed upon project scope to appropriate internal and external resources. Minimize client churn by maximizing the value our customers receive through our services and consulting solutions. Obsessively focus on client retention while also managing the delicate balance of identifying and converting program expansion opportunities. Leverage internal project management and CRM tools to ensure projects are delivered on time and within budget.

Digital Marketing Manager

Responsible for managing marketing analytics (e.g., Google Analytics) Manage relationships with SEO and analytics vendors and related internal teams

Accountable for website tagging (e.g., Google Tag Manager) and landing page support for marketing Responsible for measuring the effectiveness of various marketing campaigns, Responsible for creating and maintaining executive summaries and dashboards on active marketing campaign performance tied to business impact metrics, website/social media dashboards, and ad hoc analytical reports.

Responsible for administering platforms, including data and technical support for campaigns Responsible for collaborating with Information Services on production integrations and new projects Responsible for leading significant technical projects, including communication and implementation, Consulted on marketing strategy, staffing needs, website design, and vendor management.

Qualifications:

Two plus years in digital marketing, supporting campaigns across paid search (SEM), paid social and display. 2+ years analyzing marketing or web analytics data and creating reports or dashboards.

·Bachelor's degree required, preferably in marketing, communications, or STEM major, Hands-on experience in tagging and analytics on websites, such as in Google Analytics and Google Tag Manager. Hands-on experience with marketing automation (e.g., Salesforce Marketing Cloud, Act-On)

·Hands-on experience with funnels and customer journeys; Track record of managing multiple campaigns or projects at the same time in a dynamic environment, Technically adept, excellent communicator with strong writing and presentation skills.

Salary \$62,238 per year

Full Medical Benefits after 90 Days

Please submit your resumes to Ralph Donovan at hcmgcompany@gmail.com or call (951) 251-2319