**Director of Marketing**

Job Description:

* Define marketing vision + strategy
* Develop compelling messaging + positioning
* Alongside the team, create and execute on marketing plan and sales enablement
* Work alongside CEO to innovate (product, revenue model) and advance business development opportunities to grow our customer base and revenue

Milestones / Key Responsibilities:

* Refine our messaging and branding
* Create and execute on strategic marketing plan
* Work closely and collaboratively with sales team to develop sales tools and materials (slide decks, videos, sell sheets, case studies, etc.)
* Define marketing KPIs and reporting framework
* Own company website, social media and other digital properties
* Direct and execute on marketing plans for customers (alongside customer success team)

About you:

* Strategic thinker and logical
	+ Has a methodology for A/B testing, can identify the most important factors that drive success (doesn’t get lost in the weeds)
* Understands B2B software sales, ideally with some knowledge of healthcare
* Comfortable refining our martech stack:
	+ Experience with Google Analytics and Pardot/Marketo or other marketing automation platforms
* Driven by data, can critically evaluate what’s working (find the diamonds) and what’s not (cut the fat) - then chart a new course and orient our company around that course
* Able to self-manage and motivate - not an obligor but an upholder or questioner
* Thinks about the why - won’t execute on any project without stepping back and evaluating its merit
* Comfortable with working in a small organization - can prioritize ruthlessly, leverage freelancers or services when it’s warranted
* Intellectually curious - you really want to understand our customers’ desires and needs and will learn independently (example - reading industry publications, listening to customer calls, fostering relationships with friendly customers)
* Thoughtful listener, no big ego, comfortable being wrong and pointing out when others are wrong too
* Been reporting to a CMO, ready to take the next step, has a growth mindset
* Wants to tackle our website, comfortable getting your hands dirty
* Eager to manage and mentor a small team:
	+ Comfortable delegating work, communicating expectations clearly, building trust over time
	+ Keep team on track, managing deadlines and milestones
	+ Able to serve as a thought partner for content development

This role offers:

* The opportunity to build something and build something better - you have a baseline - hundreds of happy customers, robust product, budget/cash flow
* Ability to drive our martech stack
* Highly collaborative company with support from every department