

## Sales Development Representative (SDR)

📍 Remote

**Posted:** September 15, 2021

**Reports to:** Sr. Director of Marketing

### General Summary:

It's a dynamic time to be at Vyne Medical. We're fueling growth through acquisitions, the launch of a new platform, and fresh talent in sales and product management. This role will join our seasoned marketing team as both a strong connection to the sales organization and as a primary go-to-market force charged with leveraging both phone and email technology to connect with prospects, spark interest, engage them in our sales pipeline. Our sales, marketing, CRM, and product management functions have never been more aligned, and this role is positioned to leverage that value to the market.

Sales Development Representative (SDR) function is an integral piece of our growth engine. Working closely with the marketing, sales, account management, and product management team, the SDR role will focus on top of funnel prospecting, pipeline development and lead generation outreach activities. The ideal candidate is detail-oriented, tech-savvy, smart, articulate, ambitious, collaborative, and passionate about sales and marketing. Leveraging our technology solutions including Outreach, Pardot, Salesforce, LinkedIn Sales Navigator, etc. will also be key to the success of the role.

The charter for our Sales Development Role is simple: drive growth.

### Responsibilities:

- Craft outbound messaging, research prospect lists and execute coordinated email and phone-based outreach campaigns to cultivate leads and convert them to engaged prospect opportunities
- Nurture prospects, integrate outreach into Salesforce.com, and hand-off prospect meetings to our sales team
- Follow up with engaged prospects from marketing campaigns including webinars and tradeshows, while also pre-messaging these events and driving engaged traffic
- Must be data-focused, leveraging existing databases and insights to target ideal prospects and then get them the right message at the right time
- Phone-based, cold call outreach is pivotal to this role. We advocate contacting prospects via multiple channels of communication including phone, voicemail, email, social media, events/conferences, webinars, etc. Creating and leveraging the right message and medium is key to successful driving more and better sales opportunities
- In-time, it will be important to understand our technology, messaging and value-propositions to such a degree that this role could host demonstrations and high-level prospect meetings
- In time and with experience and success, this role has the potential to move up in the organization in a variety of ways including a team lead, account manager, sales executive, or marketing manager
- Occasional travel to team meetings, tradeshows, and conferences
- Other duties as assigned

### Skills & Experience Required:

- 4-Year College degree required
- 2+ years of sales and/or marketing experience, preferably business-to-business
- Detail-oriented and organized
- Team player with a positive and determined attitude
- Time and task management skills
- Excellent written and verbal communication skills
- Experience with Salesforce, Pardot and Outreach is a plus

### **Security Roles/Responsibilities:**

- N/A

## **About Vyne Medical**

### **Who We Are:**

We've been in business for more than two decades and we're proud to deliver healthcare IT solutions to hundreds of hospitals, health systems and provider clients who rely on our platforms, 1,000+ years of collective industry expertise, and best-in-class customer support. At Vyne Medical we value integrity, innovation, accountability, commitment, respect. Our teams embody these values everyday as we work together to drive growth for the company and technology solutions for our clients. We believe that great people with great talent can do great things. To learn more, visit [VyneMedical.com](https://VyneMedical.com)

### **About Us:**

At Vyne Medical, we understand the importance of managing and simplifying healthcare data. Our technology solutions enable providers to achieve greater operational efficiency, financial performance, best practice compliance, patient experience, and health outcomes. Many of our 800+ clients, including Moffitt Cancer Center, Health First, Wellforce, and Texas Health Resources have leveraged our partnership to help overcome key data management and information exchange challenges.

### **Benefits & Perks:**

- Medical, Dental & Vision
- 401k Match
- Generous PTO
- Tuition Reimbursement
- FSA/HSA
- Life and Disability
- Legal Shield
- Aflac

**Interested applicants, please send your resume to Human Resources at [HR@vynecorp.com](mailto:HR@vynecorp.com).**

Vyne provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age, disability, genetics, or veteran status. In addition to federal law requirements, Vyne follows applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities.