



Connecting Disconnected Data™

## **JOB DESCRIPTION**

**Title of Position:** Digital Marketing Manager

**Classification:** Exempt / Full-Time

**Organizational Relationship:** Reports to Senior Director, Medical Marketing

## **GENERAL SUMMARY**

Are you someone that has a passion for all-things digital marketing related and is ready to make an immediate impact with an established, growing healthcare technology organization? Vyne Medical is searching for our next marketing rockstar to manage our digital lead generation function. If you're ready to hit the ground running developing impactful campaigns and programs for email, website, social, webinars, podcasts and more, we should talk.

The Digital Marketing Manager is responsible for developing, managing and implementing Vyne Medical's lead development programs to accelerate lead generation, lead qualification and lead hand-off to Vyne Medical's SDR & Sales teams. The Digital Marketing Manager will work closely with others on the Medical Marketing team including the Marketing Coordinator and Media/PR Manager to design lead generation/nurturing programs, including writing and content direction, based on verified industry needs and trends to maximize Vyne Medical's exposure and relevance in the healthcare market space, leading to maximized revenue and attainment of Quarterly bookings and revenue goals.

The Digital Marketing Manager will also plan, develop and manage lead generation/nurturing programs in conjunction with industry events including conferences, speaking opportunities, articles, case studies, white papers, etc. The Manager will manage Vyne Medical's digital marketing channels including website, social media and online events (webinars, podcasts, etc.) The Manager will utilize all available systems and resources to maximize results including Pardot, salesforce.com, Vyne Medical social media sites, Vyne Medical websites, etc. and report campaign performance results.

## **DUTIES & RESPONSIBILITIES:**

- Develop lead generation strategy and incorporate into the annual Marketing plan
- Effectively adjust lead generation strategy as needed based on market needs & trends, product enhancements, new product development, partnerships, etc.
- Work with marketing team to design content and develop webinars and podcasts to promote Vyne Medical's healthcare best practices and technology solutions
- Use writing skills to effectively articulate key points pertinent to each campaign to engage executive-level healthcare stakeholders
- Develop campaigns including creative deliverables for email, web, social and print
- Utilize systems such as Definitive Healthcare, Pardot and salesforce.com to effectively implement, deploy, manage and track lead generation/nurturing campaigns and manage associated vendor relationships
- Work with SDRs & Sales for continual lead generation and process improvement to keep the sales cycle progressing in a timely fashion
- Develop and implement effective reporting tools to keep the team current on lead generation

program status

- Execute and manage social media campaigns and content calendars for the organization
- Develop and manage digital marketing budget and produce planned results within budget parameters
- Manage Medical and Corporate Websites developing strategies that drive prospects to the website for engagement
- Continually work to improve the design, UX, traffic, and content of the websites
- Understand SEO and requirements for optimizing website content to drive meaningful engagements
- Manage agency relationships for SEO and website strategies to drive successful digital marketing engagements
- Work to ensure brand standards are reflected and published content is reviewed & approved by responsible parties prior to publishing
- Enable sales with tools & resources such as templates for social media, email/messages, etc.
- Work with Marketing Coordinator & Media/PR to effectively promote and follow up from national tradeshow, webinars, podcasts and other events
- Other duties as assigned

#### **EDUCATION, KNOWLEDGE AND SKILLS:**

- Bachelor's Degree, business, marketing or related field
- 3-5 years' Marketing experience
- Medical industry knowledge a plus
- Successful track record of lead generation strategies that feed sales pipelines and improve client retention and engagement
- Ability to manage lead activities from start to finish including brainstorm, strategy, development, execution, conversion, tracking and reporting
- Pardot or equivalent marketing automation experience
- Salesforce.com or equivalent CRM experience
- Experience with online event platforms for webinars and podcasts. On24 experience a plus.
- Google Analytics and WordPress experience
- Strong professional writing skills
- Extensive background in effective digital content creation and campaign execution
- Proven strategic program development skills
- Strong written, verbal, communication, and presentation skills with keen attention to detail
- Ability to work as a team, move projects forward individually, and manage vendor relationships
- Self-starter approach to work, with an eagerness to consistently meet and exceed objectives and willingness take on additional responsibility
- Track record of high performance

#### **KEY CORE SKILLS:**

- Accountability/ownership
- Problem resolution capability
- Detailed oriented
- Very organized
- Excel intermediate/advanced
- Proactive
- Collaborative
- Willingness to pitch-in for the team as needed

#### **PHYSICAL DEMANDS:**

The physical demands described are representative of those that must be met by an employee to

successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**WORK ENVIRONMENT:**

The work environment characteristics described are representative of those an employee may encounter while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Up to 10% of travel may be required.

**SECURITY ROLES / RESPONSIBILITIES:**

This position may have access to and be responsible for securely administering user access to corporate applications.

*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.*