



JOB DESCRIPTION

Position: Director of Marketing

Department: Marketing, Sales, Business Development

Reports To: CEO

Key Relationships

Supports CEO, VP of Sales, Business Development Team

Position Description

Summary: The Director of Marketing will develop and implement corporate marketing strategy and work with the Sales and Business Development teams to increase lead generation; partnership marketing; identify markets and customers and their current and future needs; develop and monitor campaigns in Salesforce and HubSpot; CRM reporting; primary liaison with external agency

Job Responsibilities and Duties

- Contributes to company goals and objectives through lead generation, including but not limited to Partnerships and Memberships, Tradeshows, Print Ads, Digital Ads, Email Blasts, Webinars, Website, Marketing Collateral and Social Media.
- Contributes to marketing effectiveness by identifying short-term and long-range business development marketing opportunities; provides information and commentary pertinent to decisions; recommends options and courses of action; implements directives.
- Obtains market share by developing marketing plans and budgets; manages ROI, budget spend and promotional support. Achieves financial objectives by preparing an annual budget; schedules expenses; analyzes variances; initiates corrective actions.
- Develops and maintains marketing collateral, including but not limited to corporate brochures, financial quick reference guides, custom inserts by markets, program overviews, patient communication kits, patient welcome kits, statement stuffers, tradeshow forms, case studies, white papers, press releases and other collateral as needed.
- Maintains relations with business partners by organizing and developing partner-specific programs; determines company attendance at meetings, conferences and seminars; new partner implementations.
- Takes lead in RFP, RFI, and Proposals strategy and development; coordinates with business unit leaders to prepare content.

- Maintains the ClearGage brand integrity, including logo(s) and colors, as well as the website design and content including customer journeys; updates messaging for new markets.
- Manages social media marketing and campaigns through effective management of outside digital marketing agency. Relies on solid knowledge of SEO and digital marketing including Google Ads, Google Analytics, keywords, digital campaigns, etc.
- Provides short- and long-term market forecasts and reports by directing market research collection, analysis, and interpretation of market data.
- Creates annual marketing plan and budget; holds department accountable to approved plans.
- Maintains marketing database by identifying and assembling lead information; creates and manages campaigns in Salesforce and HubSpot; campaign development; DRIP marketing programs.
- Creates and launches outbound marketing campaigns in HubSpot.
- Plans, coordinates and moderates external webinars for potential clients and channel partners.
- Provides marketing information by answering questions and requests.
- Completes marketing department operational requirements by scheduling and assigning employees; follow-up on work results.
- Maintains marketing staff by recruiting, selecting, orienting, and training employees; counseling employees; planning, monitoring, and appraising job results.
- Develops marketing staff by providing information, educational opportunities, and experiential growth opportunities.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Contributes to team effort by accomplishing related results as needed.

Skills and Qualifications

Partner and Client Relationships, Coaching, Managing Processes, Self-Motivated, Marketing Plans, Media Kits, Advertising Development, Subordinate Involvement, Customer Focus, Marketing Research, Statistical Analysis, Developing Budgets, Financial Planning and Strategy, Microsoft Office, PowerPoint, Photoshop, Adobe Acrobat, Salesforce and Pardot and/or HubSpot (preferable).

Requirements

- Exceptional written and verbal communication skills
- Advanced skills with Microsoft Office including Word, Excel, Outlook, PowerPoint
- Proficient in Salesforce CRM, HubSpot and Pardot
- Minimum of eight years marketing experience
- Proven track record of successful project management
- Experience working at a start-up or rapidly-growing company is preferred
- Previous healthcare, financial services and/or merchant account experience helpful
- Proven leadership and business acumen skills
- Proven ability to handle multiple projects and meet deadlines

- Excellent teamwork and interpersonal skills
- Enthusiasm, adaptability and a can-do attitude are required
- Excellent organization, attention to detail and ability to multitask are required
- Bachelor's Degree in Marketing or Business; advanced degree preferred
- Travel up to 30% (By airplane as needed)

Compensation and Benefits

- Full-time position
- Salaried
- Medical, dental and vision insurance
- Matching 401K
- PTO

About ClearGage

Headquartered in Tampa, Florida (Northdale), ClearGage is a rapidly growing healthcare payments technology company providing innovative payment solutions to the healthcare industry. To learn more about ClearGage, please visit our website at www.cleargage.com.