

Job Description

Amplion Clinical Communications, Inc. provides a communications system that empowers hospitals and their caregivers to deliver higher levels of patient care to patients. Through the nurse call system, Amplion provides caregivers with advanced methods to manage patient care requests, alarms and routine care tasks. As a result, caregiver teams become more organized and responsive, patients and families become confident of receiving quality care and management can access real-time data to take patient safety and satisfaction to new levels...while understanding clearly the clinical resources needed for quality care.

The Marketing Manager is a key role at Amplion. Identifying the best target markets and prospects and the most effective and efficient ways to connect with decision makers is essential for Amplion's growth. You will have the opportunity to learn and add value to all aspects of our business, as you work with the company's senior management team to accomplish these goals.

We are at the forefront of using technology and interoperability to transform the healthcare clinical and patient experience. If you share our passion for making an impact through new ideas to address critical needs in the healthcare industry, join our team at Amplion.

Position Summary:

The Marketing Manager reports to the Vice President of Sales, Marketing and Customer Success. He/she will be responsible for managing Amplion's inbound and outbound marketing activities, including corporate branding and awareness, lead generation, collateral materials and internal communications. The Marketing Manager will support Amplion's efforts to position itself as a visionary leader in its market and generate new sales.

Key Responsibilities:

- Develop, manage and report on the marketing budget
- Develop effective marketing plans incorporating thought leadership to build earned media, social media and advertising initiatives, as well as lead generation activities such as digital marketing, webinars/trade shows and collateral development
- Execute marketing plan and develop/report on marketing analytics
- Manage website design, content and SEO to optimize its value in lead generation
- Ensure consistent visual and verbal branding throughout all internal and external materials, from marketing/PR initiatives to sales materials, client facing communications, training materials, internal forms, etc.
- Oversee virtual staff of graphic designer, content developers, web developer, and public relations support staff
- Conduct market research and oversee employee and customer satisfaction survey development and reporting as needed
- Collaborate with VP of Sales, Marketing and Customer Success and Sales Development Representative (SDR) to support outbound sales efforts to generate leads for the Sales team
- Design new product launch marketing campaigns, including internal and external awareness campaigns, presentations, sales tools, competitive analysis, and general sales support

- Champion consistent and enthusiastic brand image and awareness throughout the organization

Qualifications and Skills:

- Bachelor's degree required
- 3-5 years marketing experience, preferably in healthcare technology or patient care space
- Strategic, analytical, planning and execution skills
- Strong writing skills, esp. marketing materials (blogs, case studies, ebooks, emails, marketing collateral, website copy, press releases, video scripts, etc.)
- Track record of developing and implementing lead generation marketing strategies
- Experience managing outsourced marketing/PR vendors (PR, website, design, etc.)
- Experience working with a CRM System (preferably Hubspot)
- Strong interpersonal skills; ability to influence others without formal authority
- Ability to work collaboratively with colleagues in a results-driven, team-oriented environment
- Highly organized, comfortable working independently in a fast-paced, multitasking environment
- Helpful to have had experience working in a small, growing company

Job Details:

- Healthcare Industry
- Sales and Marketing Department
- Reports to VP Sales, Marketing and Customer Success
- Full-time position
- Minimal travel requirements

Benefits Package:

- Competitive Salary
- Company Health, Dental, and Vision Insurance
- 410K Match
- Short and Long-Term Disability
- Life Insurance
- Paid Time Off (PTO)