

Medicom Health is looking for an enthusiastic, hands-on, self-starting marketing professional to join our Marketing Team. This position is primarily responsible for contributing to and executing marketing strategies and tactics for our HRA & Rx Savings Assistant SaaS products and other corporate initiatives to achieve company goals. This includes all (non-production) outreach and campaign tasks such as copy writing, working with stakeholders, messaging development, segmentation, targeting, positioning, deployment, and tracking for lead generation, lead nurturing, communications, public relations, etc. This position reports to the President/VP of Marketing.

**Position Title: Marketing Manager**

**Job Duties and Responsibilities:**

- Execute content marketing campaigns
- Support all lead generation & nurturing activities
- Manage the company's website, social networks, and directory participation
- Develop sales collateral and client communications
- Manage corporate brand identity (guidelines, materials, templates)
- Develop corporate communications
- Prepare surveys, awards and press releases
- Coordinate and manage trade shows & events
- Partnership & business development tasks
- Manage department administration & documentation requirements
- Incorporate analytics & reporting best practices
- Support the VP of Marketing
- Other tasks as assigned

**Required Experience and Education:**

- 3+ years developing successful marketing campaigns
- Experience with Pardot or similar marketing automation solutions
- Experience with Salesforce or similar CRM systems
- Knowledge of SEO/SEM
- Bachelor's degree

**Preferred Qualifications and Skills:**

- 2+ years developing brand and/or marketing strategies
- Healthcare and/or software marketing experience
- Strong persuasive writing skills
- Demonstrated innovative and creative work
- Personal commitment to excellence with a high attention to detail and "whatever it takes" attitude

*Medicom Health is an award-winning developer of patient engagement software and integrated EMR Rx workflows. Our customers are some of the most well-known hospitals, clinics, and health care systems in the country. We are a leader in design and cutting-edge health technology and have been recognized as one of the 100 Best Companies to Work for in Minnesota.*

To learn more about us, please visit our website at [www.medicomhealth.com](http://www.medicomhealth.com). Medicom offers a competitive compensation and benefits package. Please submit a resume, cover letter and salary requirements to [careers@medicomhealth.com](mailto:careers@medicomhealth.com).