



<b>JOB TITLE</b>	<b>Marketing Manager</b>
INDUSTRY	Health Care
JOB LOCATION(S)	JACKSONVILLE, FL/LENEXA, KS
STATUS:	FT/EXEMPT
TRAVEL	5%
REPORTS TO:	VICE PRESIDENT, PRODUCT DEVELOPMENT

## ABOUT CAPTIFY HEALTH

**Captify Health** improves the value of digestive health care with technology-enabled services for physician practices, health plans and health systems. We help our clients to extend evidence-based care and effective cost management across populations to drive better outcomes in Digestive health care.

## SUMMARY OF POSITION

The ideal candidate would be defined as a seasoned marketing professional that oversees all aspects of the company's go to market strategy and planning as it relates to branding, social media, advertising and conferences. Ability to develop healthcare content relevant to Captify's business model and products is essential. The Marketing Manager should be highly collaborative and work well with all levels of the organization to drive execution of the Marketing plan.

## ESSENTIAL FUNCTIONS

- Develop and execute marketing plan
- Manage marketing budget
- Manage prospect/lead database
- Management of Social Media
- Oversee selection and budgeting of trade shows
- Develop multi-channel marketing campaigns
- Develop content for marketing, public relations, and sales efforts
- Oversee monthly client newsletter
- Manage marketing and public relations vendors
- Oversee public relations efforts
- Marketing research
- Provide sales team with relevant print and online material
- Create and manage Captify brand standards across all media
- Oversee website
- Manage development of sales proposals



## EXPERIENCE AND REQUIRED SKILLS

- Bachelors degree in Marketing, Public Relations, Communications, Journalism or similar degree
- 7-10 years experience as a Marketing Manager or in a similar role, healthcare experience is a plus
- Proficient in Microsoft Office, including PowerPoint
- Experience writing press releases, marketing content, proposal content, etc.
- Relevant experience developing and managing social media campaigns
- Proficient in Adobe Creative Suite
- Experience with Salesforce.com, Microsoft Dynamics CRM or similar CRM platform
- Experience using marketing automation tools