



Location: Tel-Aviv, Israel

## **Datos Health is growing and looking to add a Product Marketing Manager to our team!**

### **About Datos Health:**

Datos Health offers a fully automated remote care platform designed to directly connect patients with medical sources of care from the comfort of their own homes, for improved quality of life. The platform makes it possible to safely monitor, detect, analyze and predict adverse events or other changes in patient conditions – enabling care teams to communicate and intervene in real-time and to successfully manage even the most complex medical treatment protocols.

Our full-stack remote patient monitoring solution is both device-agnostic and disease-agnostic and seamlessly equips care teams with the data and tools required to manage even their most complex and chronically ill patients.

### **About the role:**

We are set to boost our marketing team to support our continued growth. As the Product Marketing Manager, you will have the opportunity to help define and build an exciting new category of remote care automation. You will report to the VP, Marketing but will work closely with a range of cross-functional teams—product managers, sales, customer success—to develop a go-to-market strategy and drive product-related launches and programs. You will have to maintain a deep understanding of our product, our partners, our customers, and our competitors, and actively transform your insights and ideas into a compelling story as a foundation for sales tools and outbound campaigns to drive customer demand and sales. You will lead the growth and adoption of our innovative remote care automation offerings, ensuring messaging, content, and campaign strategies are centered around customer buying needs.

### **Responsibilities:**

- Translate complex, technical content into simple meaningful messages
- Communicate value propositions through various channels including web pages, emails, case studies, in-app messages and more
- Create compelling content to support sales throughout the sales cycle with positioning, messaging, training, and collateral
- Orchestrate launch execution cross-functionally with Sales, Product, Marketing and Customer Success teams
- Lead and manage product localization project working closely with product management and development, localization technology and external language specialists
- Be the voice of Datos: support Marketing by assuring accurate product representation in marketing activities
- Work closely with PMs to understand upcoming features, plan and execute world-class product GTM and launch strategies
- Collaborate with our global marketing team on integrated marketing programs to drive market awareness and generate sales growth

**Please email your resume to [careers@datos-health.com](mailto:careers@datos-health.com) and include Product Marketing Manager in the subject line.**