



Location: US-Remote

Datos Health is growing and looking to add a 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 looking to add a Marketing Manager to our team. As Marketing Manager, you will report to the VP, Marketing and will work cross-functionally throughout the company and will work closely with our sales, customer success and product teams. You will have to maintain a deep understanding of our platform, our partners, our customers, and our competitors. We are looking for someone who has diverse experience and is familiar with many facets of marketing including social media, email marketing, competitive analysis and more.

Responsibilities:

- Translate complex, technical content into concise meaningful messages
- Communicate value propositions through various channels including landing pages, emails, case studies and other sales enablement materials
- Assist in development of annual content calendar and execute against it
- Conduct in depth market research and competitive analysis
- Own social media presence ensuring consistent posting frequency and messaging
- Report regularly on Marketing KPI's, familiarity with Salesforce is a must
- Own digital presence and maintain accuracy of listing and review sites
- Manage relationships with vendors and contractors
- Event management
- Excellent written communications, ability to proofread all marketing materials

Preferred Qualifications:

- Paid social experience
- Email marketing experience and A/B testing
- Digital/PPC experience
- Basic graphic design skills
- B2B experience, healthcare experience or SaaS experience a plus
- Content creation

Please email your resume to careers@datos-health.com and include Marketing Manager in the subject line.