



Job Description: Marketing Manager

Monarch Medical Technologies helps improve the health and safety of patients being treated in hospitals. The Monarch EndoTool® Glucose Management System allows clinicians to provide unsurpassed patient-specific glycemic control across a broad population of patients more safely and effectively than using paper protocols. Monarch is a small and dynamic organization looking for Marketing Manager to join the team. The ideal candidate will be an experienced marketing generalist in either the software or healthcare industries that is data driven, curious, creative and passionate about Monarch's mission of keeping patients in hospitals safer with advanced glycemic control.

Key Responsibilities

- Execute marketing strategies to support and align with corporate goals and objectives
- Develop and execute marketing content and communications plans to create a consistent brand experience including social media and public relation strategies
- Serve as Salesforce.com administrator responsible for day-to-day operations (reporting, account and contact management, opportunities and pipeline management) and continuous optimization
- Help manage monarchmedtech.com including website content, SEO and vendors
- Work with KOLs and the Medical Advisory Board to execute a multi-media thought leadership marketing strategy through research, presentations, and articles
- Manage external marketing related firms (telemarketing, PR, data integrity, website, etc.)
- Design, execute and test email campaigns from concept through execution, measurement, and optimization across SaaS customer lifecycle
- Work with customers and scientific advisors to implement a successful user group community both online and in person via an annual event
- Work closely with Sales, Professional Services, and Product teams
- This role is based in the Charlotte, NC with a potential for 10-20% travel

Desired Skills and Experience

- 3+ years of hands-on, relevant work experience in marketing roles within a healthcare technology company
- Experience with email marketing, lead nurturing, and marketing automation is required
- Must be able to use data for decision-making in combination with best practices, intuition, common sense and judgment
- Experience with CRMs (Salesforce), marketing automation (Pardot) and website CMS (WordPress) is important



Monarch
Medical Technologies



Personal Traits

- Ability to work independently, take direction from others, solve problems with limited supervision, prioritize tasks, and meet deadlines
- A collaborative work style, innovative thinking, strong work ethic, and sense of humor
- Energetic, hard-working, and enthusiastic team player
- Principled individual with high ethical standards

To apply, email a resume and cover letter to linda.beneze@monarchmedtech.com