



Title: Director of Marketing

[Monarch Medical Technologies](#), a high-growth healthcare technology firm, based in Charlotte, N.C., that provides the leading precision dosing application for inpatient diabetes care, is seeking a senior level marketing director. This individual should be an independent thinker that will plan and execute strategic marketing initiatives to increase awareness and enhance market penetration of Monarch's software applications.

Position 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
- Manage monarchmedtech.com, including website content, SEO and vendors
- Work with KOLs and the Medical Advisory Board to execute thought leadership marketing strategy through research, presentations, and articles
- Manage external marketing related firms (Design, website, PR etc.)
- Design, execute and test email campaigns from concept through execution, measurement, and optimization across SaaS customer lifecycle
- Work with customers and advisory board 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
- Other duties as assigned

Required Skills and Experience:

- Bachelor's degree in marketing, communications, or related field required
- 5+ years of hands-on, relevant work experience in marketing roles within a healthcare technology company
- Superior verbal/written communication, teamwork, and interpersonal skills to work across multiple constituents.
- 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 Salesforce, Pardot and WordPress
- Strong Microsoft Office (Excel, PowerPoint, Word, Outlook) and Adobe Creative Suite skills
- Ability to work independently, take direction from others, solve problems with limited supervision, prioritize tasks, and meet deadlines
- Energetic, hard-working, and enthusiastic team player
- Principled individual with high ethical standards

About Monarch

Monarch Medical Technologies is a privately held medical technology company founded by clinicians with a vision of improving hospital-based glucose management. Providing the safest option on the market, Monarch is replacing traditional linear protocols with individualized and predictive computer-based solutions. With its flagship product, the EndoTool® Glucose Management System, the company pioneers the field of predictive therapeutic control technologies for managing drugs.



Monarch
Medical Technologies

Monarch provides a degree of personalized care that results in lower readmission rates, reduced lengths of stay, reduced risk of hospital-acquired conditions & infections, and dramatically improved patient outcomes. Monarch's technology is doing more than changing the conversation in more than 300 hospitals throughout the United States — it's helping providers achieve the coveted triple aim: better health, better care, at a lower cost.

Our team is passionate about improving the delivery and safety of patient care. We are quickly growing and seeking individuals who thrive in a fast-paced, entrepreneurial environment. The position is based at our headquarters location in Charlotte, N.C.

To apply for this apposition, please submit a cover letter and resume to Melissa Tindall at Melissa.Tindall@monarchmedtech.com.