



**Datos Health is growing and looking to add an Associate Marketing Manager to our team!**

Location: US-Remote (EST time zone preferred)

**About Datos Health:**

Datos Health replaces today's rigid remote patient monitoring solutions with an open platform giving clinicians the freedom to implement and customize any digital care programs they choose. Our flexible design studio allows care teams to fine-tune workflows to their needs and protocols, either creating remote care programs from scratch or by leveraging existing protocols from leading healthcare organizations. These workflows are then instantly transformed into device-agnostic patient CareApps, empowering patients to manage parts of their care journey themselves.

**About the role:**

We are looking to add an Associate Marketing Manager to our team. This role will be owning SDR functions as well. 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 and customer success 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 ABM, social media, email marketing and competitive analysis.

**Responsibilities:**

- Work with marketing & sales to develop the multi-channel strategy around the customer journey
- Build automated workflows using our tech stack including our ABM tool, email marketing, CRM, etc.
- Own lead qualification and initial outreach to inbound leads, warm handoff to sales team
- Assist in development of annual content calendar and execution against it
- Own social media presence ensuring consistent posting and messaging,
- Report on Marketing KPI's, familiarity with Salesforce is a must
- Own digital presence and maintain accuracy of listing and review sites
- Event management assistance
- Excellent written and verbal communications

**Preferred Qualifications:**

- Paid social experience
- Google ads or SEO experience
- Basic graphic design skills
- B2B, healthcare or SaaS experience a plus
- Content marketing

**Requirements:**

- Marketing automation experience
- Social media management
- Email marketing and A/B testing experience

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