

## **Health IT Marketing Manager**

Type: Contract to Full-time, flexible (mostly daytime hours)

Location: Remote

Hourly range: \$55-75/hour depending on experience

Website: <https://www.pocp.com/>

### **Who We Are**

Point-of-Care Partners (POCP) is an established innovative health information technology (HIT) management consultancy and provider of strategic electronic health record (EHR) solutions. Our clients include health insurance Payers, health care Providers, and health information Technology vendors (PP&T), and life science / biotech companies (Pharma). We provide HIT expert consultancy services to help our PP&T clients with their strategic positioning and management of the evolution of HIT and its impact on their business. Our life science and biotech clients work with us to educate their field teams and help with EHR solutions that address their business challenges. The current and future environment, regulations, and requirements for change in HIT use has created the need for expansion on our account team.

With an 18-year track record of continuous growth, POCP is committed to the professional growth of all employees, emphasizing work-life balance and continuous learning, particularly in the emerging areas of health IT and EHRs. On the leading edge of the evolution of health care into an electronic world, we are proud to be making a difference by helping put patients first by either operating more efficiently or increasing revenue for our clients, resulting in a more affordable healthcare system.

POCP is an Equal Opportunity Employer. POCP does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit, and business need.

### **The Role**

The Health IT Marketing Manager will work alongside the Marketing lead/director to support POCP marketing activities such as social media, content development, website updates, webinar planning/promotion, email marketing, etc. In addition to supporting general POCP marketing, this individual will help support key client projects in a communications capacity.

The ideal candidate will have:

- Junior to mid-level marketing experience
- Excellent writing abilities as well as clear verbal communication skills
- Creative problem-solving abilities
- Some experience working with HubSpot or another marketing automation software
- Experience working with email marketing and list management
- Confidence working directly with subject matter experts to develop content
- Background of working directly with graphic artists, writers, editors, and other creative staff to develop materials as needed
- Knowledge of the healthcare ecosystem, extra brownie points for knowing about health information technology.

### **Responsibilities Include but Not Limited To:**

- Social media management and scheduling
- Content development: writing or working with writers to develop blog posts, newsletter articles, marketing collateral, conference presentations, speaker proposals, podcast summaries
- Communications coordination across initiatives; scheduling, notetaking, researching industry associations & events
- Website maintenance: update events page, add new employees, add new podcast episodes, etc)

- HubSpot maintenance: remove/merge duplicates, update hard bounce records
- Email Marketing: Write and create email campaigns
- Sales Support: help business development staff with initial set up of email sequences or creation of sales support materials on request.
- Client project support: making communications recommendations, writing speaker proposals, writing articles, creating presentations, writing newsletters, managing social

### **Requirements**

- 5+ years marketing experience
  - Proactive work ethic
  - Ability to see multiple possible solutions to a problem and make recommendations for the path forward based on sound rationale
  - Working knowledge of graphic design, editorial, technical and production processes
  - Ability to efficiently work remotely
  - Must be a self-directed professional, able to multi-task and lead/participate in cross-functional teams
  - Must have strong organizational, interpersonal and communication skills
  - “Take charge” attitude and ownership of projects while maintaining relationships in a way that is motivating and endearing to team members
  - Experience using MS 365 (Outlook, Teams, SharePoint, Word, Excel, PPT), HubSpot, Social media platforms (social posts, ads and job postings)
  - Experience creating and submitting speaker proposals for major conferences a plus.
- Attributes that will really get you noticed!
- Experience working in the healthcare industry (pharma, health IT, health systems, health insurance)
  - Any knowledge of health information technology standards (NCPDP, HL7, X12 etc)
  - Understanding of government policies and how they impact healthcare (specifically policies from the Office of the National Coordinator, Centers for Medicaid and Medicare Services and Health and Human Services)

### **Why work at POCP:**

- Culture, Culture, Culture! POCP is committed to work-life balance and offers a flexible work schedule accommodable for avid yogis, runners, bikers, or parents and fur-parents alike
  - You want to make a difference! POCP is on a mission to improve patient care by advising our clients on the strategic use of health IT
  - You’re not crazy about commuting or you love hanging out with your dog all day.
- Since its founding in 2003, POCP has had a virtual model with a distributed workforce
- We are recruiting primarily in cities where we already have consultants, so if you want to get social with co-workers, you likely can!

### **Why you want to work on this team:**

- Experience. In this role, you’ll be working across a company made up of exceptionally talented, experienced subject matter experts who are passionate about what they do and happy to share their knowledge.
- Growth. In this role, you’ll constantly be learning and growing your knowledge base.
- You will be encouraged to get creative. Whether writing a new blog or rethinking how you do your work, all good ideas are taken under consideration. Just because things were always done a certain way doesn’t mean it needs to stay that way.
- You will be working on a team that works hard but knows how to have fun.

To apply, please email your resume and hourly pay requirements to [careers@pocp.com](mailto:careers@pocp.com).