

We're looking for a Director of Physician Marketing to help us build and engage our growing physician network in North America. Physicians are the lifeblood of our company and we are passionate about delivering solutions to them that are easy to use, convenient and inspires them to become KeyOps advocates. Our Physician first mentality means that we need a rockstar to help lead the marketing strategy to our core audience.

What you will do:

- Own the physician acquisition and engagement strategies for the US and Canadian markets and you develop a framework to prioritize online and offline channel investments
- Conduct research to identify market trends, understand competitive threats and user personas to define the physician value proposition for our go to market strategy
- Lead the development of simple and compelling brand, messaging and positioning frameworks to ensure product messages proliferate throughout our physician buyer and user journey
- Bring physician stories to life through relevant content that empowers our product, marketing and sales teams including website content, blogs, case studies, videos and webinars.
- Measure ROI of marketing campaigns to ensure that the most cost effective strategies are employed in the future
- Provide "Voice of Customer" insights to product management to inform product strategy and provide input on roadmap discussions

Requirements:

- You have 10+ years of proven physician marketing experience
- Experience in digital marketing and expertise managing SEO and CRO,
- Masters in Marketing or MBA
- You know how to use modern marketing tools like Mailchimp, Hubspot, Google Analytics, Marketo, etc.
- Proven ability to create and elevate a community of advocates. You know how to get a group of people energized, passionate, and activated around an initiative. You elevate those around you and are a natural leader, able to imbue energy and enthusiasm into the communities you build.
- You're a relationship builder. You know how to build passionate advocates and a vibrant community of engaged customers; you can communicate effectively and hold the room with executive partners and drive alignment internally across multiple departments.
- You're a strategic thinker and self-driven problem-solver with the ability to roll-up your sleeves and execute
- Develop relationship lifecycle and customer marketing strategy to deliver high-value engagement through every stage of the customer journey.
- Measure the impact of customer advocacy & marketing activities on customer growth, retention and financial outcomes, and communicate these impacts within the organization.