



Position Description & Requirements

Position/Title: Product Marketing Manager

Department: Marketing

Required Time Commitment (Full Time/Part Time): Full Time, eligible for paid time off (PTO), 401K benefits and medical benefits.

Position Overview:

The Product Marketing Manager will position the Topline MD services for physician/member adoption and integration within practices. This role will lead the company's "professional marketing" initiatives and act as the principle liaison with physicians and practice managers when launching and integrating services. The position will collaborate with internal brand resources, external vendors and agencies, and also support our business development efforts.

Responsibilities:

- Clearly position services for physician/member acceptance and adoption
- Develop marketing plans to increase brand awareness and lead generation for B2B brand
- Guide team member on supporting business development efforts such as event management, and professional tradeshow
- Identify and establish vendors to support execution of central fulfillment plans, practice co-branding, and other strategic initiatives.
- Lead effective implementation of developed strategies and initiatives to improve in-practice patient touch points and elevate the TopLine MD brand experience at member offices
- Work collaboratively with brand management to oversee the in-practice TV partnership including integrating TopLine MD video footage into programming for member accounts
- Plan ongoing event and webinar series to continuously communicate brand value to TopLine members and staff by educating them on the program and offer demonstrations on new products and services
- Develop strategy for promotion of brands in a non-digital space using traditional marketing mediums and grass-roots event-driven campaigns
- Work closely with practices and our digital and social media partner to ensure digital strategy is executed, success metrics are achieved, and patient engagement is constant in all social campaigns
- Prepare reports and conduct analysis of membership status & service adoption
- Maintain budgets for various marketing programs
- Serve as the Topline MD liaison to the Vital MD Performance Improvement Committee
- Serve as Committee Chair for the VitalMD Annual Gala
- Manage and mentor team intern(s)

Required Skills & Qualifications:

- Undergraduate degree in marketing or product management
- At least 5 years of work experience in marketing

- Demonstrated project management experience
- Strong analytical skills and dexterity with MS Excel to include sorting, filtering, pivot tables
- Superb presence and exceptional written/email communication and public speaking skills
- Detail-oriented, extremely well organized, able to juggle many tasks under pressure
- Able to prioritize tasks quickly and solve problems
- Comfortable in team environment
- Knowledge of Microsoft Word, Excel, PowerPoint, Constant Contact,

How to Apply:

If you are interested in this position, please send your resume to Paul Dickison at pdickison@femwell.com

Please be sure to include the following in your e-mail:

- The title of the position you are applying for in the subject line
- The date at which you are available to start
- Your salary requirement
- Your contact information

Once your e-mail is received someone will contact you regarding an interview.

Please note that submitting your resume does not guarantee an interview or position placement.