

Job Description Summary: Digital Marketing Manager (remote)

At Calroy Health Sciences, our mission is to enhance the quality of life for people worldwide by developing innovative cardiovascular therapies. Our current focus is on the formulation of new clinically effective nutritional supplements to support vascular health.

About this opportunity:

We are looking for a **Digital Marketing Manager** to help execute our inbound marketing program, including day-to-day ownership of our HubSpot Marketing system for our website, blog posts, emails, events, and social media. Our ideal candidate is experienced in inbound marketing, web page layout and updates, marketing automation, social media, webinars/events, communication, and marketing analytics. The candidate enjoys being both technical and creative, and understands how to execute inbound marketing efforts for a highly educated digital audience (our target audience is primarily licensed healthcare professionals).

Digital Marketing

- Develops, improves, updates, and measures online communications vehicles, including corporate web site/s, marketing automation platforms, social media, etc.
- Collaborates closely with the content and education teams to design and showcase engaging educational content and programs to nurture leads and existing customer engagement.
- Executes email campaigns and marketing automation to achieve clear, concise brand messaging across online platforms.
- Develops and deploys lead generation efforts to attract new clients.
- Creates event/webinar registration pages and drives registrations through email campaigns and calls to action across various web pages, blog posts, and social media.
- Executes social media strategy including posting, monitoring and analyzing data.
- Stays informed on the latest digital and inbound marketing trends, helping us execute our inbound marketing strategy using the latest best practices and techniques.
- Monitors the results of our digital marketing efforts and reports any successes or shortcomings to our leadership team.
- Conducts research, compiles and analyzes statistical reports.

Project Development & Management

- Builds cross-functional relationships to aid in the development and execution of successful digital marketing campaigns.
- Manages assigned projects from idea generation, planning, implementation, to follow-up and evaluation.
- Assists in achieving company goals by executing marketing objectives, strategies, and tactics, including coordination with colleagues, contractors and strategic partners to promote products and events.
- Prepares and tracks budget as necessary, as well as monitors budgetary spending to



assist in delivering maximum return on investment.

Skills and Requirements:

- 4+ years' experience in supporting digital marketing programs and campaigns. Experience utilizing digital marketing tools (including automation, workflows, reporting, etc.) - HubSpot is ideal.
- Bachelor's degree in communications, marketing, business, or a related field
- Work experience in healthcare or B-to-B preferred. Experience in the natural supplement industry is ideal.
- Basic graphic design skills and experience with Adobe InDesign and/or Canva
- Strong communicator, using online collaboration and communication tools such as G Suite
- Authorization to work in the U.S., without the requirement for an employment visa or sponsorship
- Demonstrated capacity to excel in a remote work environment
- Some travel may be required - 5%

Calroy Health Sciences is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.