

PayerWatch

Preventing Denials. Winning Appeals.

PayerWatch, Inc. is a nationwide trusted leader in Healthcare revenue recovery. We use a twofold approach to equip hospitals and health systems to achieve better outcomes at a lower cost. Our Veracity Software and AppealMasters service help prevent and lower denials and reduce the cost of the claims appeals process.

Job Title: Digital Marketing Manager

Reports to: Chief Executive Officer

Job Type: Full Time, Exempt, Salaried

PayerWatch, Inc. is seeking a highly-creative digital marketing manager to lead our marketing team. In this position, you will be responsible for all aspects of our marketing operations. Your central goal is to help grow our brand's influence nationally while also increasing brand loyalty and awareness.

If you are an experienced, creative marketing guru driven by a passion to improve people's lives, this is an opportunity to use your talents to help us help others. In this middle-management position, you will lead the development and execution of marketing strategies that tell our story in ways that enhance our agency's visibility in the community and increase engagement through social media. The role calls for someone who can generate innovative ideas and then transform those concepts into reality through detailed planning and execution of marketing initiatives that achieve results.

Your duties will include planning, implementing, and monitoring our digital marketing campaigns across all digital networks. Our ideal candidate is someone with experience in marketing and social media management. In addition to being an outstanding communicator, you will also demonstrate excellent interpersonal and analytical skills.

Digital Marketing Manager Responsibilities:

- Designing and overseeing all aspects of our digital marketing department including our marketing database, email, and display advertising campaigns.
- Lead tradeshow planning and coordination with logistics, booth graphics, and event planning.
- Work with the CEO to execute the new branding across both print and digital.
- Work with the CEO for approval of all content
- Will work across various mediums, including direct mailers, integrated campaigns, social media (LinkedIn, Facebook, Twitter, and Instagram channels, and other digital media.
- Developing and monitoring campaign budgets.
- Planning and managing our social media platforms.

- Create social media posts, web updates, press releases, and other collateral/presentation development.
- Design and launch email marketing campaigns.
- Preparing accurate reports on our marketing campaign's overall performance.
- Create and/or modify key art and digital banners in various layouts, sizes, etc.
- Create marketing materials, including layout, design, and content for both print and electronic delivery.
- Work with PayerWatch staff videographer to manage video projects from start to finish including pre-production storyboards and scripts, talent coordination, shooting, editing, production, and file maintenance of videos.

Digital Marketing Manager Requirements:

- Bachelor's degree in marketing or relevant field.
- A minimum of 3 years' experience in a digital marketing or advertising position.
- In-depth knowledge of various social media platforms, best practices, and website analytics.
- Understanding of HTML, CSS, JavaScript, SEO, and WordPress is required.
- Highly creative with excellent analytical abilities.
- Outstanding communication and interpersonal skills.
- Up-to-date on the latest trends and technologies in digital marketing.
- Proven experience as a Brand Ambassador/Spokesperson or similar role.
- Experience creating online content.
- Strong working knowledge of social media platforms and tools.
- Adaptability and multi-tasking; ability to adjust quickly to changing priorities and conditions.
- Excellent verbal and written communication skills.
- Ability to travel as needed. Anticipated travel is < 10%.

Benefits

- Paid vacation and Personal Leave
- Paid Holidays
- Health/Dental Insurance
- 401K with company match
- Salary commensurate with experience

PayerWatch, Inc. provides equal employment opportunities to all employees and applicants for employment with regard to race, color, religion, gender, sexual orientation, national origin, age disability, genetic information, marital status, amnesty, or status as a covered veteran under applicable federal, state, and local laws.

Please email all cover letters and current resumes to the attention of Gail Adams, Human Resources Director; gadams@payerwatch.com