



MARKETING SPECIALIST

The marketing specialist helps develop and maintain a repeatable channel of leads and works closely with team members to develop and execute our marketing strategies. This person will build and design content for specific audiences. This person will contribute to our go-to-market strategy and be responsible for executing our social media objectives, building new marketing pieces, utilize tools like google analytics and maintain our website.

Responsibilities

The marketing specialist:

- Executes our go-to-market strategy
- Manages our social media presence
- Supports the marketing team
- Defines key metrics to assess progress of marketing strategies
- Creates new designs and content in line with target customers and Adyptation's brand
- Develops and creates marketing materials, such as sales and product collateral, and ensures brand guidelines are met
- Understands various customer personas and develops strategies for each target audience
- Contributes to the overall growth and marketing strategy of the company
- Reviews, creates, and manages content marketing
- Develops, implements, and tracks marketing programs such as email, social media, and digital campaigns and events
- Collaborates with other internal teams (e.g. product and sales) to develop and monitor strategic marketing initiatives
- Analyzes and reports on the performance and efficiency of campaigns
- Conducts market research and analyzes trends to identify new marketing opportunities
- Writes, proofreads, and edits creative and technical content across mediums
- Works with external agencies and vendors to execute marketing programs
- Stays up to date with the latest technology, trends, and best practices
- Plans and attends conferences and tradeshow
- Manages Adwords, LinkedIn, and Facebook ad accounts to ensure ads convert

Experience

This person must have:

- Understand value propositions and customer engagements
- Utilizes design principles to engage customers
- At least two years of related professional work experience in marketing
- A proven record of generating quality leads from marketing initiatives
- Experience maintaining and designing websites, blogs, and social media platforms
- Strong knowledge of various marketing and analytics tools such as Marketo, Google Analytics, CRM systems, and content management systems
- Strong written and verbal communication skills
- Strong design skills
- Passionate customer advocacy
- Thorough knowledge of marketing principles, brand, product, and service management
- Excellent presentation skills

Bonus Qualities

It would be nice for this person to have:

- Experience with bringing products to the healthcare market
- Experience in sales
- Skills in writing and editing content with an attention to detail



ADYPTATION

- Strong prioritization, organization, and project management skills
- Experience with health care, wellness, and wearables
- Experience with startups
- Experience in digital health and wellness
- Knowledge of chronic care management and healthcare practices

We are looking for team members who:

- Are excited about our mission and are aligned with our values
- Love learning, growing, and who can adapt to change
- Communicate effectively
- Take ownership and responsibility over their work
- Are driven toward excellence
- Want to add value to the world and participate in meaningful work
- Enjoy collaborating with a team and value the contribution of others
- Are kind
- Enjoy working in an outcomes-driven environment

Benefits

Join our team, and you can:

- Be a part of a passionate team solving meaningful problems in healthcare
- Get involved on the ground floor with a younger business
- Be a key team member and shape the development of our company

Our team members enjoy:

- Medical, dental, and vision coverage (75% paid by the company)
- Paid vacation and holidays
- Flexible work options, including early or late hours and remote work

About Us

Adyptation is a young, fast-growing business located in Miamisburg, OH. We provide software and data analytics for healthcare providers to support patient health tracking and ongoing care management. We specialize in transforming data into insights for difficult-to-manage conditions like autoimmune disease.

Our Vision

We envision a world where underserved patients receive precise care and are restored to engage fully in their lives.

Our Mission

Our mission is to improve the treatment and diagnosis process for difficult-to-manage conditions like autoimmune disease. We develop solutions to capture insights on patients' health that lead to more precise and effective care.

Our Values

Blaze New Trails

We are not satisfied with the standard way of doing things. We want to play a part in creating a new world. We take risks and venture into uncharted territory.

Enjoy the Journey

We take on challenging problems that require significant time and effort to solve. We are committed to making consistent progress and celebrating the journey along the way.

Benefit Others

We are committed to being responsible stewards and serving our employees, customers, investors, partners, and communities. We are passionate about generating a net-positive effect in healthcare by improving patient quality of life and reducing the economic burden of care.