



Director, Marketing

GenieMD is looking to hire a Director of Marketing who will oversee all corporate marketing efforts. The right person for this position will have experience working in the virtual care delivery model – specifically with telehealth, remote patient monitoring and chronic care management. This position is a very much a hands-on position – in all aspects of the job. As a successful hire, you will work closely with senior-level management to maintain and grow the organization’s brand and messaging. You will also be responsible for managing all digital marketing campaigns to support organization brand recognition, net-promotion score (NPI) and lead generation - influencing market opinion and awareness through successful public relations, web presence and social media campaigns.

Job Responsibilities:

- Drive brand management, develop marketing and communications strategies and programs.
- Demonstrated writing in this space (i.e. case studies, web content, whitepapers, email blasts, and press releases)
- Engage public relations, advertising, partnerships, creative, interactive marketing, and social media to create a cohesive and integrated platform to support the organization growth.
- Identification and conception of marketing-critical reports for development in Tableau (our BI tool).
- Management of GenieMD social media outlets, including proper and relevant messaging and scheduling.
- Ownership of the GenieMD.com website, including timely and relevant blog posts, graphic design elements, updated events page, and general maintenance (not necessarily done by this person, but ensuring that our web presence offers the best experience).
- Create monthly/quarterly reports and presentations to report ROI for marketing initiatives to share with senior-staff and other stakeholders.
- Review current marketing trends and advertisements to determine the effectiveness of different styles and strategies.
- Engage targeted industry publications to drive posting of thought leadership content.
- Research competitors to stay current with similar products or services on the market.
- Work with the growth team to develop successful strategies and campaigns that attract new customers and keep current clients.
- Create and maintain a successful brand and image that attracts customers to the product or service.
- Develop marketing strategies for new products or services that comply with current company standards.

About GenieMD

GenieMD is a global provider of Telemedicine solutions.

GenieMD, Inc and GenieMD Medical Group with over 600 Primary Care and Specialists offer health care service to consumers and our enterprise partners. Our cloud based, mobile first Telehealth platform includes evidence-based algorithmic guidelines and secure video conferencing to enable efficient doctor-patient communication, built-in secure text messaging, payment processing, ePrescription, Remote Patient Monitoring (RPM), chronic care management, and medical device integration.

Our solutions take advantage of the latest cloud computing, big data, artificial intelligence, and mobile technologies.

We are set out to democratize health care globally.