



Marketing Associate/Manager

SonarMD // Fully remote but must be based in Chicago, Columbus or Detroit

ABOUT THE COMPANY

[SonarMD](#) aligns incentives around the doctor-patient relationship to reimagine care for complex chronic diseases, starting in gastroenterology. Using AI technology and human support, we predict clinical deterioration in patients and make it easier for patients and specialists to work together to proactively address problems before they become health emergencies. Our approach is proven to keep people healthier and help health plans reduce costs by 15% per member per year. For more information, visit [SonarMD.com](#).

ABOUT THE ROLE

SonarMD is looking for our inaugural marketing resource! This person will be early in their marketing career but they are excited to take on the challenge of providing and coordinating all types of marketing work – from sales support through content development, web development and branding. This person will have super strong communication skills – both oral and written – and is energized by the challenge of juggling multiple types of projects.

We will love this person's energy and enthusiasm for keeping us on track with consistent messaging and branding. They will also balance the day-to-day blocking and tackling while significantly contributing to the overall positioning of the company and product. Our vision is that this resource will have plenty of room to grow in the organization.

You will be helping us with:

Running Sales Campaigns: You will be the quarterback of all sales campaigns run through our CRM and marketing automation tool, Nutshell. You will collaborate with the sales team and other members of the SonarMD team who can provide content, but you will be ultimately responsible for the content and cadence of the campaign(s) to the various audiences. To accomplish this, you will need to:

- Understand key drivers of adoption for the various audiences, including physician practices and payers (and the unique roles within those settings);
- Write and/or edit copy that will be sent to the key audiences;
- As appropriate, devise A/B testing for various campaigns to identify headlines/content/copy that drives higher open rates;

- Provide reporting back to sales team on success of sales campaigns and collaborate with team to revise approach.

Driving Internal Brand/Communication Standards: You will be accountable for ensuring that the entire company adopts and uses the appropriate brand styles, collaterals and/or communication points for SonarMD and the product. To be successful with this, you will need to:

- Organize all marketing materials and continually update and communicate to the entire SonarMD team;
- Drive revisions to existing collaterals in support of new messaging, brand look/feel and or other content;
- Collaborate with customer operations and sales to identify ongoing needs in support of their individual goals. Coordinate development of new collateral, as appropriate.
- Serve as key member of the team to synthesize new messaging and roll-out updates to all one-pagers, sales presentations and website.

Conference Coordination: Periodically, SonarMD will be attending conferences as either an attendee or as an exhibitor. In either case, these are used as a lead generation tool and require the support of the marketing team. With this activity, you will need to:

- When appropriate, follow-through on all registration steps for attendees;
- Coordinate the creation and delivery of exhibit materials, including supporting collaterals, booth displays and/or giveaways;
- Follow-up with conference organizers to obtain attendee lists;
- Aid the sales team in arranging pre-meetings with target partners and/or sales prospects.

Develop content: You will be a key resource in the development of all content for SonarMD. In addition to the sales campaign information, you will also play a role in developing/editing/coordinating all content for the organization. This includes newsletters, articles, press releases, web-site copy, blogs, podcasts and social media. The target audiences for this content might be our payer or provider sales prospects but might also include our customers and patients.

Grow the Sales Pipeline: You will help to support the sales team to grow the “top of the funnel” of our sales pipeline(s). In this function, you will:

- Conduct web research to support the sales team knowledge of a prospect;
- Utilize web research, trade associations and/or similar organizations to build lists of potential prospects in specific geographies;
- Conduct follow-up phone calls and/or emails at the direction of the sales team.

Apply for this position if you are:

- Mature, patient and great with people
- Intellectually curious
- Resourceful and a “doer”

- Collaborative and described as a “team-player”
- Honest, kind and appreciate others
- Self-directed and “own” everything you do
- A great problem-solver
- Open and reflective

Do not apply for this position if you:

- Would feel uncomfortable without a well-defined corporate structure
- Have clear boundaries about where your job starts and stops
- Need policies and procedures to guide your decision-making
- Are accustomed to asking your boss for your next assignment
- Are not comfortable collaborating with co-workers in a virtual environment