

Title: Marketing and Product Communications Specialist

Location: One to two+ days per week in our St. Louis Park office and daily virtual meetings

Description:

The Marketing and Product Communications Specialist role is responsible for developing and executing Vigilanz marketing and product communications, driving improvement in sales enablement, demand generation, brand awareness, and customer success.

We're looking for a marketer with strong copywriting, creative and technical skills to translate the capabilities of Vigilanz solutions into sales messaging and marketing communications, and develop and execute campaigns to engage with customers and prospects, increase brand awareness, and generate qualified sales leads.

The ideal candidate is a high energy “self-starter” that thrives in a fast-paced, sales-driven organization and is able to manage multiple priorities at once while delivering high quality projects within agreed timeframes. The ability to be committed to working collaboratively with multiple teams and self-manage time and deliverables while working remotely is critical to success in this role.

Major Duties and Responsibilities

Copywriting and Communications

- Create and manage the development and execution of content for all marketing communications, including email marketing, social media, digital advertising, website page copy, website landing pages, blog posts, thought leadership, case studies, and tradeshow/events.
- Ability to write new and repurpose previously written copy into long form (thought leadership), medium form (one-page), and short form (limited character digital ad copy designed to convert).
- Integrate SEO best practices into website copy.
- Maintain a clear, concise, and professional writing style aligned with the Vigilanz brand voice and tone across all communication channels.
- Collaborate and consult with internal stakeholders to understand communication needs, audience, and intended message.

Product Marketing Content Creation

- Become familiar with Vigilanz products and the markets they serve, including our target audiences and competition
- Develop value proposition, positioning, messaging and sales tools for both existing and new Vigilanz products
- Create product sell sheets, PowerPoint sales/marketing presentations, other sales collateral, and sales training materials to support go-to-market for new product launches.

Campaign and Social Media Management

- Support the planning and execution of marketing campaigns across all channels / mediums.
- Manage the writing, planning, and project management of email campaigns.

- Manage the planning, scheduling, posting, and engagement of VigiLanz's social media platforms, including Twitter, LinkedIn, and YouTube.

Education / Experience Requirements:

- Bachelor's degree in Business, Marketing, Communications or equivalent
- 5+ years of successful experience in a marketing communications role, with product marketing experience preferred
- Healthcare SaaS or B2B experience is preferred
- Extremely strong writing, editing, and verbal communications skills
- High attention to detail and quality
- Excellent project management, time management, and organizational skills
- Comprehensive understanding of the industry's best email practices, email marketing concepts and KPIs/metrics
- Experience in monitoring, measuring, and analyzing the effectiveness of marketing initiatives
- Experience, familiarity with and/or willingness to learn basic graphic design skills a plus
- Proficient in Microsoft Office software (PowerPoint, Excel, Word and Outlook), Adobe Creative Suite, and CRM + Marketing Automation tools such as Salesforce and Pardot.