



Marketing Specialist

General Summary:

Marketing Specialist (“MS”) works in collaboration with the Chief Strategy Officer, Executive Leadership Team and Physician Leadership, oversees and executes comprehensive plans supporting business development and LucidHealth services and technology brand awareness. The MS will provide marketing and support essential to the attainment of these objectives including but not limited to collateral development, digital marketing and patient and/or referring physician outreach.

Responsibilities:

- Develop, oversee and execute business development plans and initiatives, including strategies and tactics, necessary to achieve company goals.
- Promote and maintain excellent customer relations with hospital, outpatient and physician office partners, as well as LucidHealth radiologists and hospital/medical staff administrations.
- Nurture, grow and maintain relationships with clinicians, physicians, administration and other potential stakeholders and decision makers.
- Conduct ongoing market research and competitor analysis.
- Creation of executive team presentations representative of progress toward company goals, as well as, customer/potential customer presentation materials.
- Development of marketing collateral utilized in day to day interaction with hospital, radiology group and referring physician stakeholders.
- Craft and maintain social network presence and website designed to promote the LucidHealth brand awareness.
- Develop digital marketing campaigns and content including SEO initiatives to increase web traffic

Additional Requirements:

- Bachelor’s Degree with three years business development/marketing experience in a healthcare related setting, preferably a radiology, hospital or healthcare related environment.
- Healthcare technology product marketing experience preferred
- Demonstrated record of business development/marketing success.
- Three years of experience interacting with physicians and ancillary providers
- Independent, high-energy and results oriented.

- Familiarity with medical terminology and working knowledge of the healthcare industry.
- Experience organizing and delivering healthcare products/services and presentations.
- Experience assembling, drafting and editing compelling proposals, i.e. Request for Proposal (RFP) and Request for Information (RFI).
- Outstanding oral and written communication, project management and organizational skills.
- Outstanding active listening skills.
- Experience utilizing Outlook, Word, Excel, and PowerPoint (or comparable applications).
- Working knowledge of, and familiarity with, social media applications, i.e., Facebook, Twitter, Instagram, and Tumblr.
- Willingness to travel.
- Willingness to perform all duties as assigned.

To apply, send resume to Sara Miller at smiller@lucidhealth.com