

VirtualHallway |

DIGITAL MARKETING MANAGER

Who We Are:

Are you interested in joining a disruptive health-tech start-up that is scaling across Canada and preparing entry into the United States?

Virtual Hallway is redefining and modernizing the way doctors collaborate. Our dynamic team of doctors, developers, and business leaders spend each day driving innovative healthcare solutions forward.

What We Are Looking For:

We are looking for a Digital Marketing Manager to create and execute a communications strategy including copywriting, creating creative content, managing social media platforms, facilitating medical education, and handling all public relations.

Responsibilities:

- Develop creative content and implement content strategy for digital platforms
- Create doctor and patient communications and marketing tools
- Plan and execute a communications plan and calendar that supports brand awareness, market development, and user conversion
- Research and translate data into marketing and company resources
- Develop a medical education program and organize webinars
- Monitor the number of visits and engagement metrics with the website and social media platforms to understand the impact of the content produced

Required Experience and Skills:

- 3-8 years of experience in digital advertising and measurement platforms including Google Ads, LinkedIn, Facebook, and Google Analytics
- Outstanding communication skills, both written and verbal, as well as the ability to develop concise and effective communications tailored to specific audiences
- Passion and pride for your experience in digital marketing

We encourage you to apply if you are:

- A do-er
- A team-based problem solver
- Focused and passionate
- Adaptable and creative
- Customer-centric

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By joining the Virtual Hallway adventure at our century old brick and beam office in the heart of Halifax's North End, you can expect fast-paced growth and hands-on learning. If you are looking for a challenging new experience with opportunity to learn and grow in your career, we want to hear from you!

Salary range is **\$70,000-\$100,000**, commensurate with qualifications and experience. Virtual Hallway is an equal opportunity employer.

All interested candidates should apply no later than May 6, 2022.