Growth Marketing Manager - Physician Recruitment

About us

KeyOps is an early stage healthtech company and our vision is to ultimately advance patient care by improving the information exchange between healthcare practitioners and life sciences companies. At KeyOps, we access untapped insights from healthcare professionals using state-of-the-art software solutions. For our life sciences partners, we are the catalyst that drives digital transformation from traditional market research to an ecosystem where healthcare practitioners and life sciences companies collaborate.

How we work together

At KeyOps, we are human first. This means having an enjoyable, vibrant work environment where your skills & experiences are valued. We embrace the power of diversity both inside our team and with the network of healthcare practitioners we collaborate with. You are empowered with autonomous decision making and encouraged to dig deep and ask 'why', experiment, learn, and grow. KeyOps is a remote-first environment where you have flexibility to decide how and when you are most productive. When you are meeting with your teammates in person, you can enjoy our state-of-the-art waterfront facility in the heart of Toronto.

What we are looking for

We’re looking for a Growth Marketing Manager to join our growing team. You will work with the Physician Marketing Team to recruit and nurture our physician community. You are able to THINK BIG when it comes to marketing strategy and can execute on a plan to make those ideas come to life. You will be tasked with building our physician community which will create an engaged and diverse physician community group across Canada and the US to participate in life science engagements. This role will work with a Community Growth and Physician Marketing Manager to deliver on the organisational objectives.

What you will do:

- Identify and implement innovative, digital and scalable recruitment strategies to attract physician members from diverse backgrounds across Canada and the US.
- Lead the recruitment into the US and different medical specialties.
KeyOps Inc.
Nucleus at MaRS Waterfront - Waterfront Innovation Centre
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- Implement and monitor a scalable and digital physician verification system.
- Conduct research and make recommendations to support the development and implementation of modernized recruitment related programs, processes and guidelines.
- Identify and negotiate partnerships with organisations to assist in growing our physician network.
- Work closely with Customer Success team to assure adequate physician network participation to complete client projects and manage email campaigns.
- Conduct data analysis on the physician community to measure and guide ongoing growth needs.

What you bring:

- Degree or certificate in marketing or a related field
- 4+ years of experience in digital marketing or recruitment
- Experience building communities and recruiting members
- Keen interest and/or experience working in a startup venture
- Ability to develop a digital marketing plan and execute short and long-term campaigns
- Strong problem-solving and communication skills
- Experience working with cross-functional team members like customer success, sales representatives and developers
- Experience working with physicians and other healthcare providers is a plus

This is a full-time, permanent role. The base salary range will be dependent on the applicant's ability to manage requirements of the position independently. Salary expectations should be highlighted in your cover letter.

In addition to a base salary, the position includes extended group benefits, and professional development opportunities.

If this resonates with you and you want to join the digital transformation of the life science industry, apply today!

To apply for this role please attach a one paragraph proposal of a physician recruitment technique you’d employ.