Marketing Manager - Physician Marketing

About KeyOps

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 Marketing Manager specific to Physician Marketing to join our growing team. You will work with the Physician Marketing Team to recruit and nurture our physician panel. 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 Recruitment Manager to deliver on the organisational objectives.

What you will do:

- Design, plan, launch and manage digital marketing campaigns and initiatives
- Analyze and report on campaign metrics and ROI
KeyOps Inc.
Nucleus at MaRS Waterfront - Waterfront Innovation Centre
Suite 200 Box-87 155 Queens Quay E
Toronto, ON M5A 0W4

- Co-manage marketing budget.
- Champion KeyOps-led engagements by working with key advisors on co-creation of surveys and analysis of findings.
- Maintain brand consistency and evolve brand planning.
- Conduct market research and competitive analysis on competitor products and services.
- Identify market problems, solutions and opportunities for new service offerings.
- Work with Customer Success and Developers to optimise physician experience in app.
- Provide monthly analysis of user interactions with our platform.
- Advocate and reinforce privacy standards.
- Other marketing projects as assigned.

What you bring:

- Degree or certificate in marketing or a related field
- 4+ years of experience in digital marketing
- Experience with creative content development (writing, editing, and/or publishing)
- 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 is a plus
- Experience working with physicians and other healthcare providers is a plus but not required
- Keen interest and/or experience working in a startup venture

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 the best methodology or marketing tool you would use to visualize customer engagement metrics.