Community Engagement and Loyalty Manager

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 Community Engagement and Loyalty Manager to join our growing physician marketing 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 Physician Marketing and Physician Recruitment Manager to deliver on the organisational objectives.

Position breakdown:

- 40% Social media management and content creation
- 30% Execution of physician recruitment campaigns
● 20% Other digital content: digital ads, newsletters, influencer campaign
● 10% Public relations communications, and events

What you will do:
● Develop the vision and strategy for the online community, and drive initiatives from concept through execution.
● Manage all digital content creation, including social media, blogs, website, e-newsletters, digital ads, influencer campaigns, etc.
● Ensure a consistent brand tone and strategy across all channels.
● Create engaging written and visual content (photo and video) for social media platforms including LinkedIn, Twitter, Instagram, with possibility of extension into Facebook/Instagram for US and Canadian physicians.
● Invite contributors to co-create content and promote the physician community.
● Manage content calendar and the content creation, writing, photo/video editing, posting and publishing schedule. Will work closely with the B2B marketer to coordinate content posting. Monitor current events in key disease areas for potential campaigns.
● Develop and implement brand-specific follower strategies and influencer outreach programs.
● Manage our physician recognition program, Honors.
● Employ social analytics, SEO and social publishing tools to quantify effectiveness of social programs and platforms, to better create and promote content, and grow online audiences.
● Define and update metrics to measure the impact of online community building activities and the social media plan.
● Report performance measures on a weekly basis, while providing monthly recommendations to improve performance at regular business review meetings.

What you bring:
● Degree or certificate in digital marketing, communications or a related field required.
● Experience with creative content development (writing, editing, and publishing).
● Recent experience in developing communities or organizing groups or individuals into effective communities.
● Ability to develop a digital marketing plan and execute short and long-term campaigns.
● Experience with social media reporting, optimization and data analytic platforms such as HootSuite and Google Analytics.
● Knowledge of current social media and content creation trends, practices and strategies.
● Copywriting experience and strong attention to detail.
● Proficiency in video, photo editing, and graphic design is a significant asset.
● Keen interest and/or experience working in a startup venture
● **Bonus**: Experience working with physicians and other healthcare providers or developing virtual communities.

This is a full-time, permanent role. 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 your CV in addition please review our LinkedIn or Twitter pages and rethink how you would create the post and attach it to your application.**