

InSight Marketing Manager

InSight Telepsychiatry – Marketing Department

Position Description

InSight Telepsychiatry is seeking an entrepreneurial-minded leader to manage its marketing department. The ideal candidate will have a great eye for design, an analytical mind, a passion for increasing access to behavioral health care and proven leadership skills. This position is perfect for someone who is excited by the opportunities that come with developing and promoting a rapidly-growing department and organization. The marketing manager will supervise several marketing team members as well as oversee all marketing related projects, systems and processes.

Organization Overview

InSight is the leading national telepsychiatry service provider organization with a mission to transform access to quality behavioral health care through innovative applications of technology. InSight has two decades of experience with telepsychiatry, and serves hundreds of organizations across the country with its on-demand, scheduled, connected services and Inpathy divisions. InSight is uniquely positioned to offer scalable telepsychiatry services in settings across the continuum of care. InSight has a diverse provider team, a robust internal infrastructure and a history of adapting its programs to fit the needs of a variety of different settings and populations. www.InSightTelepsychiatry.com

Job Responsibilities

- Set and measure progress towards goals for marketing department
- Collaborate with other departments to ensure goals and priorities are in alignment
- Directly manage a marketing assistant, marketing associate
- Offer strategic support to relevant InSight departments including: sales, practice liaisons, payer relations, provider recruitment, administrative recruitment, systems/product and finance
 - Meet monthly with department representatives
 - Project manage the creation, updating and deployment of content and campaigns for each department
- Oversee all design and branding decisions
 - Create, own and maintain an InSight-wide branding guide
- Oversee marketing budget and reporting
- Oversee monthly “data deep dive” meetings and encourage data driven decision making throughout the department and beyond
- Oversee conference logistics, ROI tracking and promotion
- Manage outside multimedia vendors for projects including video production
- Oversee updates and maintenance of InSight’s three websites including managing all design, content and SEO decisions
- Manage all lead generation activity including ads, eblasts, webinars and other campaigns
- Collaborate with systems team to manage all marketing related systems including Salesforce Marketing Cloud
- Help to vet, roll out and maintain potential new marketing related systems including Proposify and Hubspot

- Work closely with the communications team on crossover projects and relevant language for proposals, handouts, email blasts, etc.
- All other duties as assigned

Job Requirements

- Bachelor's degree in related field
- 2-5 years of related experience
- Skilled with design programs including InDesign, Photoshop and/or Illustrator
- Strong organizational skills
- Data analysis skills
- Ability to be flexible and shift priorities when needed

Ideal Candidate

- Background in behavioral health
- Background in telemedicine or telehealth
- Management experience
- Experience with a growth company
- Strong written communication skills and the ability to shift messaging for different audiences
- Comfort working with a remote team

Logistics

- Available June 15, 2018
- Full time
- Position based in Washington, DC (Dupont Circle)
- Reports to the Director of Strategy

To apply, please send your resume and a customized cover letter to recruiting@in-sight.net.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand, walk, and talk or hear. The employee frequently is required to use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; and climb or balance. The employee is occasionally required to sit and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

EOE M/V/F/D