



## Job Description

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**Job Title:** Consumer Marketing Manager

**Department:** Marketing

**Reports To:** Director of Marketing

**Location:** Princeton, NJ or Remote

**Schedule:** 9:00 a.m to 5:00 p.m.

### Summary:

The Consumer Marketing Manager is responsible for implementing the strategy and tactics for Lingraphica's consumer marketing team. This is an integral part of the company growth strategy in providing products and services to the roughly 2 million adults living with aphasia in the United States. This role will oversee the development of campaigns, direct-to-consumer initiatives, and educational materials that create awareness and drive pipeline growth. Working closely with the Marketing Director and the Consumer Programs Manager, this candidate will help build the Consumer Business Unit to achieve team and company goals.

### Essential Duties & Responsibilities:

- Executes the direct-to-consumer marketing strategy for the company
- Creates inbound campaigns that drive pipeline growth
- Manages a small and growing team of consumer marketers
- Responsible for hiring a Consumer Education Specialist and oversees (and assists with) the development of educational materials that create company awareness
- Collaborates with other members of the marketing team to establish consumer marketing channels
- Identifies and monitors key performance metrics to ensure team goals and objectives are met
- Manages and assists in the development of consumer content, thought leadership, and messaging (ie, web, video, presentations)
- Supports and promotes the various activities of the Consumer Program team
- Participates in various consumer programs to gain insight into our offerings
- Coordinates with the Digital Marketing team to ensure consumer initiatives are advanced and visibility into key website metrics (ie, Google Analytics, video plays, email open rates)
- Collaborates with the Customer Engagement team to establish a best-practice outbound strategy
- Assists the Clinical Marketing team in creating campaigns for specific clinical audiences (ie, nurses, neurologists, social workers)
- May be required to perform other duties as assigned

cont.



## Job Description (cont.)

### Education & Experience:

- Bachelor's degree in Marketing or an equivalent field or experience
- 5-7 years of experience in Marketing
- Minimum of 3-5 years of experience managing a direct-to-consumer marketing team
- Experience establishing and building a new team is strongly preferred
- Background in healthcare marketing preferred

### Knowledge, Skills & Abilities:

- Proven track record writing and developing consumer content
- Ability to quickly get up to speed on new subject matter and deliver value
- Effective at working with other managers to ensure cross-team coordination
- Highly organized with excellent communication skills, both written and verbal
- Familiarity with augmentative and alternative communication technology is preferred
- Exhibits strong critical thinking and problem-solving skills
- Ability to take on new challenges and work outside of one's comfort zone
- Computer Skills: Office 365, Outlook, Slack, Zoom, HubSpot CRM preferred

### Work Environment & Physical Demands:

This role may work from our Princeton, NJ headquarters, or remotely, in which case the candidate is expected to maintain a safe, productive work environment with secure internet access. Must be able to operate a computer with or without a reasonable accommodation.

### Travel:

Travel to our Princeton, NJ office may be required on occasion, up to 4x / year. Occasional travel throughout the year (including weekends) within the continental United States (conditional on COVID restrictions)

### Accommodations:

To perform this job successfully, an individual must be able to perform each essential duty and physical demand satisfactorily. The requirements listed above are representative of the knowledge, skills, and/or ability abilities and physical demands required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Last Updated: 9/27/2021