



Job Description

Apply at lingraphica.com/careers

Job Title: Consumer Program Manager

Department: Marketing

Reports To: Director of Marketing

Location: Princeton, NJ or Remote

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

Travel: 0-10%

Purpose:

The Consumer Program Manager position is the field general for the new and expanding Consumer Business team. This position is charged with managing every facet of the customer experience for the individuals with aphasia and their care partners who turn to Lingraphica for technology solutions and resources to navigate their aphasia journey. This position is responsible for overseeing the established consumer programs, as well as applying their clinical expertise to creating new programs and offerings that align customer needs with those of the company.

At this time, this position will report to the Director of Sales and works closely with the Consumer Marketing Manager to coordinate and plan initiatives that create demand and drive pipeline growth.

Essential Duties & Responsibilities include the following. Other duties may be assigned:

- Lead the Consumer Programs team and ensure alignment with overall company objectives
- Set the strategy for program execution
- Establish a clear vision for team operations that contribute to the overall Lingraphica brand
- Assist with daily tasks across the consumer programs, as required
- Create new consumer programs, as needed, to ensure the company meets its mission and objectives
- Work closely with direct reports to ensure a consistent customer experience
- Manages Consumer Programs team providing development, evaluation, training, and performance management
- Establish key metrics that measure progress, align the programs, and focus the team
- Coordinate with Digital Marketing and other teams to ensure initiatives are executed on time
- Coach and support direct reports on the Lingraphica way of doing things
- Provide a collaborative and creative environment for the programs to develop and mature
- Network with consumer organizations that can advance or enhance the company's strategic plan
- Interact with teams across the company to ensure program visibility and understanding
- Interact directly with our consumer customers and prospects via phone/video conferencing/email
- Facilitate one-on-one and one-on-many virtual meetings with our consumer audience
- May be required to perform other duties as assigned

cont.



Job Description (cont.)

Education & Experience:

- Master's Degree required in Speech-Language Pathology
- Minimum of 3 years' experience as a Speech-Language Pathologist
- Experience in a Medical/Rehabilitation/Therapy setting preferred
- Experience working with Lingraphica products/services and/or conducting device/TalkPath Therapy trials preferred
- Minimum of 5 years working directly with individuals with aphasia (or their care partners) or another communication and language impairment
- Experience in management or overseeing a project team preferred
- Understanding of healthcare reimbursement (specifically AAC and therapy) processes and policies strongly preferred

Knowledge, Skills & Abilities:

- Excellent customer service skills and professionalism
- Highly organized
- Exhibits strong critical thinking and problem-solving skills through both verbal and written communications
- Ability to take on new challenges and work outside of one's comfort zone
- Ability to maintain proper, courteous, and helpful telephone/video conferencing etiquette
- Ability to comfortably interface with other teams and departments across Lingraphica
- Knowledge of AAC
- Computer Skills: Office 365, Outlook, Slack, Zoom, HubSpot CRM preferred

Work Environment & Physical Demands:

This role may work from home and is expected to maintain a safe, productive work environment with secure internet access. Must be able to operate a computer with or without reasonable accommodation. Must be able to lift and carry up to 25 lbs. Position requires lifting overhead, twisting, bending, and squatting to lift boxes or office equipment.

Travel:

May work remotely from home. Travel to Princeton, NJ office may be required on occasion, up to 4x / year. Occasional travel (including weekends) throughout the year to industry trade shows (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 abilities and physical demands required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Last Updated: 9/23/21