

LifeSpeak Inc.



Status: Full time, Remote - Canada

Start Date: June 2023

Location: Remote-Canada

Reports to: Product Marketing Director

Marketing Content Coordinator, Partner and Sales Enablement

LifeSpeak Company Overview:

LifeSpeak Inc. is the leading whole-person wellbeing solution for employers, health plans, and other organizations. LifeSpeak Inc.'s suite of digital solutions allows organizations to provide best-in-class content and expertise at scale, empowering individuals to live their healthiest lives. As the parent company to LifeSpeak *Mental Health & Resilience*, LIFT session *Fitness*, ALAViDA *Substance Use*, Torchlight *Parenting & Caregiving*, and Wellbeats *Wellness*, LifeSpeak Inc. provides a flexible portfolio of solutions across every pillar of wellbeing. LifeSpeak Inc. has more than 30 years of collective experience working with Fortune 500 companies, government agencies, insurance providers, and others across the globe. Insights from LifeSpeak Inc.'s digital and data-driven solutions uncover gaps in wellbeing at the individual and organizational levels, ultimately enhancing workplace performance outcomes.

Passion – Operate with a sense of urgency, enthusiasm, initiative, and commitment

Authenticity – Deliver genuine experiences that foster meaningful connections

Integrity – Commit and execute with honesty, credibility, and reliability

Innovation – Continue to lead in the wellbeing industry in ways to engage more people

Collaboration – Work together as a TEAM to meet our clients' and business' objectives

Job Description:

Marketing Content Coordinator, Partner and Sales Enablement will play a critical role at the intersection of Product, Marketing, and Sales. Reporting to the Product Marketing Director, the Marketing Content Coordinator, Partner and Sales Enablement helps tell the LifeSpeak Inc. story to

our buyers and is responsible for the creation of all partner, sales, and consultant enablement materials, including flyers, email campaigns, and presentations. The Marketing Content Coordinator, Partner and Sales Enablement has a passion for writing commercial materials that simplify product features and functions into digestible, easy-to-understand materials.

Primary Responsibilities:

- Robust knowledge of all of the company's products, including their features, functions, audiences, and how they're positioned
- Understanding of go to market strategy, our buyers, brokers & consultants, and how that gets translated into materials
- Work collaboratively with product teams to provide sales training materials on all new product updates
- Support sales and partnerships with materials as needed – decks, flyers, collateral, email campaigns, and more.
- Contribute answers to RFPs and RFIs, keeping the RFP database up to date on a quarterly basis
- Manage an organized library for all sales, consultant, and partnership materials in SharePoint so Marketing & Sales have a clear sense of where to go for materials.
- Ensure all external-facing documents are reflective of our latest messaging and positioning.

Qualification:

- Great listener
- Strong written and verbal communication with a passion for writing
- Experience working cross-functionally
- B2B writing experience required, HR or healthcare industries preferred
- 3+ years of experience

Benefits:

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive pay, benefits, unlimited flexible time off, and paid holidays just to name a few. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture.