

LifeSpeak Inc.



Eldercare Practice Leader, Torchlight Product

Status: Full-Time

Start Date: TBD

Location: Remote – US

Reports To: VP of Content

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 LIFT Digital, ALAViDA Health, Torchlight, and Wellbeats, LifeSpeak Inc. provides a flexible portfolio of wellbeing solutions across mental health, wellness, fitness, nutrition, substance use, and caregiving. 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.

Values

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 health and fitness industry in ways to engage more people

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

Are you excited by the idea of transforming how working families take care of aging, disabled, and chronically ill loved ones while improving their professional lives? Are you an eldercare subject matter expert with a high EQ and an affinity for helping people solve the full range of caregiving challenges? Do you like applying your subject matter expertise to developing SaaS

products and solutions that are efficient, scalable, and repeatable yet still infused with human support and connection?

LifeSpeak Inc. is looking to hire an Eldercare Practice Leader to support the Torchlight Parenting and Caregiving Solution. Torchlight, a product of LifeSpeak Inc., is the only comprehensive caregiver support solution for organizations and health plans that speeds the connection to top expertise both digitally and through one-on-one advising and concierge services.

The ideal candidate will have answered with an enthusiastic YES to the questions above! This person is an expert in caregiving and eldercare issues, can evaluate data for both evaluative and formative purposes, is a strong writer and communicator, and likes to work both independently and collaboratively in a fast-paced environment toward user, client and company success!

Reporting to the VP of Content and working closely with the VP of Product, Torchlight Product (and their dynamic and lean teams), you will play a key role in our success.

We can't wait to talk to you if you are looking to use your talents for good; can balance vision and strategy with iterative product, services, and content development; and are committed to personal growth and excellence in all that you do.

Responsibilities include, but are not limited to:

- Contribute to LifeSpeak's content roadmap, with heavy emphasis on eldercare and caregiving content, with opportunities to contribute
- Manage the development of annual eldercare webinar/program calendar, including: writing webinar descriptions, identifying presenters, contracting, and webinar development/review
- Maintain our CMS and content database to ensure adherence to content standardization guidelines
- Project manage caregiving-related video production, including: recruiting SMEs, helping them prepare video content, providing on-set content oversight, and conducting post-production content reviews
- Manage various points in the content development process from conception to publication (with a focus on elder care), including: creating new content, assigning content to outsourced content writers, reviewing and editing for accuracy and clarity, reviewing current content through SME lens, and regularly updating state- and province-specific content
- Work with other eldercare subject-matter experts to prepare them to deliver their content via one or several of our modalities (webinars, webchats, blogs, guides, videos).
- Conduct advising sessions with users, including VIP advising sessions for sales prospects and client-specific requests.

- Support excellent advising service delivery and quality control via at least annual training of advisors, review of advising sessions, contact with individual advisors as needed, and review/sharing of survey data.
- Advise on and support product activities, including new feature development, user experience/engagement, analytics/evaluation, user self-assessment outcomes, and product strategy.
- Identify (collaboratively with team) quantitative and qualitative survey data to share with internal and external stakeholders, including sales, marketing, and client success teams
- Lend SME perspective to product marketing to support client success/partner/sales enablement
- Support product QA efforts in relationship with new feature releases, as needed.

Required Qualifications:

- 7+ years' experience working as a US eldercare/caregiving subject matter expert
- Excellent written and verbal communication skills
- Ability to have a foot in more than one world (in this case, product and content)
- Ability to work collaboratively on teams, problem-solve, and voice opinions to help improve all that we do
- High level of technical proficiency so you are comfortable learning and using a wide variety of tech solutions (e.g., Microsoft 365, Intercom, Zoom, etc.)
- Experience working with content management systems & content calendars
- Experience presenting programs
- Detail-oriented and extremely organized
- Flexible and able to pivot based on the needs of the business.

Preferred Qualifications:

- Knowledge of the Canadian caregiving landscape
- 5+ years or equivalent experience in a SaaS product environment
- Experience facilitating groups
- Fluent in another language like French or Spanish

Benefits

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive pay, unlimited paid time off, generous benefits package, remote work, and many employee perks. 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.