

# LifeSpeak Inc.



## Director, Product Marketing

Status: Full-Time

Start Date: TBD

Location: Remote within the United States or Canada

### LifeSpeak Company Overview:

At LifeSpeak Inc., we believe that wellbeing can't wait. LifeSpeak Inc. is the leading provider of mental, physical, and family wellbeing solutions for employers, health plans, and other organizations. With a suite of digital solutions, LifeSpeak enables organizations to deliver best-in-class content and human expertise at scale, catering to employees throughout their wellbeing journeys.

The LifeSpeak Inc. portfolio of solutions spans every pillar of wellbeing, including LifeSpeak *Mental Health & Resilience*, Wellbeats *Wellness*, Torchlight *Parenting & Caregiving*, ALAViDA *Substance Use*, and LIFT session *Fitness*. Collectively, LifeSpeak Inc. has more than 30 years of experience working with Fortune 500 companies, government agencies, insurance providers, unions, and other organizations across the globe. Insights from LifeSpeak Inc.'s digital and data-driven solutions empower organizations and individuals to take impactful action to address gaps in wellbeing, 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:

The Director of Product Marketing reports to the Sr VP of Marketing and will drive marketing content development for all LifeSpeak products; launch of all new products and enhancements; and market analysis including competitive intelligence, target market dynamics and buyer persona/journey. The role requires close collaboration with key stakeholders including sales and product development, as well as other functions within marketing. The position is accountable for both strategies and tactics for ensuring that commercial teams are armed with effective content, tools and knowledge to help the organization meet its business goals.

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♦ **LifeSpeak**  
Mental Health & Resilience

♦ **Wellbeats**  
Wellness

♦ **ALAViDA**  
Substance Use

♦ **Torchlight**  
Caregiving

♦ **LIFT session**  
Fitness

The ideal candidate will possess exceptional communication skills, both verbal and written; understand how to effectively partner with a wide range of cross-functional stakeholders; operate with a data-driven and analytical mindset; and understand how to connect product messaging and positioning with buyer needs and outcomes.

S/he will also have a proven track record of partnering with product teams to bring new products to market to drive incremental revenue; partnering with sales teams to hit commercial targets; and partnering with demand generation teams to build pipeline.

Healthcare IT industry experience is preferred.

This is a remote position with occasional travel required to our US and Canadian Headquarters in Minneapolis and Toronto. Additional travel may be required for specific events.

## Responsibilities:

- Accountability for all market-facing product content including sales tools and collateral, demand generation, website and client/end user communication
- Shared accountability for demand generation KPIs and objectives in support of pipeline generation
- Develop and execute go-to-market plans for new product launches, including positioning, messaging, and promotional strategies; manage and measure post-launch success with launch KPI dashboards
- Partner with product development team on strategy and execution of new product and enhancement launch, including pricing and packaging
- Market analysis of target markets to guide go to market strategy; understand win/loss drivers; shape competitive differentiation; and inform product development
- Develop comprehensive buyer persona definition with content asset mapping to ensure effective buyer-customized content coverage and accelerate pipeline velocity
- Leverage client roster to create full portfolio of client reference materials including press releases, testimonials, case studies, and ROI tools

## Requirements:

- 5+ years of enterprise software (preferably SaaS) marketing experience; enterprise healthcare IT experience preferred

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- Highly analytical and data driven with execution mindset based on quantifiable business outcomes and ROI
- Demonstrable experience in demand generation strategies and tactics with results contributing directly to revenue
- Experience using client marketing tools and techniques to drive utilization within existing installed base
- Exceptional communicator equally comfortable working with clients/prospects, internal executive audiences, and other third parties such as partners
- Ability to motivate and develop team members
- Ability to be productive and effective in a remote environment
- Adhere to all organizational information security policies and protect all sensitive information including but not limited to ePHI and PHI in accordance with organizational policy and Federal, State, and local regulations

## **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.

*At LifeSpeak, our goal is to be a diverse and inclusive workplace that is representative, at all job levels, of the clients we serve. We're proud to be an inclusive company and an Equal Opportunity Employer and we prohibit discrimination and harassment of any kind. We believe that diversity and inclusion among our teammates is critical to our success as a company, and we seek to recruit, develop, and retain the most talented people from a diverse candidate pool. If you're thinking about joining our team, we expect that you would agree!*

*If you need assistance or accommodation due to a disability, please email us at [hr@lifespeak.com](mailto:hr@lifespeak.com) and we'll be happy to assist you.*