

LifeSpeak Inc.



Client Marketing Manager

Status: Full-Time

Start Date: TBD

Location: Remote 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: Have a passion for utilizing the latest digital marketing tools and strategies to directly engage end users? Find it fulfilling to see your work translate directly to client value? Then we have a role for you!

The Client Marketing Manager will develop and manage marketing programs supporting client and end user/member engagement, satisfaction and retention. You'll utilize the full range of digital marketing strategies and tools to develop and execute campaigns that effectively communicate the value of LifeSpeak solutions.

Reporting to the Director of Product Marketing, you'll partner closely with the Account Management, Sales and Marketing teams to assess client needs; align client marketing initiatives with broader business goals; and develop integrated plans to engage our substantial client base.

You'll share accountability for quantitative metrics supporting key objectives around retention; engagement; upsell and cross-sell. And you'll focus on telling the great success stories our clients have achieved through deliverables like webinars, case studies and ROI tools.

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.

Primary Responsibilities:

- Perform primary and secondary research and analysis, becoming an expert on why our clients choose LifeSpeak and how they measure success
- Turn that expertise into voice of the customer advocacy with internal teams such as product management
- Collaborate with sales and account management to develop an aligned client engagement segmentation and prioritization plan, including upsell and cross-sell opportunities and strategies
- Develop, manage and report on campaigns executed in support of that plan
- Work with product marketing and other SMEs to develop effective content for client buyers and end users
- Turn client success stories into compelling deliverables and programs including written and video case studies; ROI calculators; webinars; and speaking events
- Shared accountability for measuring and reporting on client satisfaction, retention and upsell/cross-sell metrics such as NPS; renewal rates; end user engagement; and upsell/cross-sell revenue
- Identify and manage the optimal marketing software for building client marketing campaigns, content and tools

Requirements:

- 4-year bachelor's degree in marketing or a related field
- Minimum 3 years of digital marketing experience, preferably in healthcare, and preferably focused on installed base buyers and/or end users
- Experience working in marketing software such as Salesforce and/or Microsoft Dynamics, ClickDimensions, Hubspot and/or ChurnZero
- Strong project management skills in the tracking of all detailed deliverables associated with particular projects or campaigns
- Ability to develop and comfort in reporting on client marketing metrics dashboards to various internal stakeholders
- Familiarity with customer success best practices
- Excellent written and interpersonal communication skills including presenting to live audiences including clients and internal stakeholders
- An analytical mindset focused on guiding plans and measuring execution by gathering and analyzing relevant data
- 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 and we'll be happy to assist you.