

LifeSpeak Inc.

◆ **LifeSpeak**
Mental Health & Resilience

◆ **Wellbeats**
Wellness

◆ **ALAViDA**
Substance Use

◆ **Torchlight**
Caregiving

◆ **LIFT session**
Fitness

Product Marketing Manager

Start Date: ASAP

Reports To: Director, Product Marketing

Location: Remote with Canada or US

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 Product Marketing Manager will partner closely with the sales and product development teams, working closely with the Director of Product Marketing (to whom s/he will report), focused on 3 primary objectives:

- Providing effective sales enablement content and tools for the sales team in support of their pipeline development and revenue objectives
- Target market analysis translating to actionable insights informing go to market strategy, product development, content development and demand generation
- Launch and commercialization of product enhancements and new product offerings

Primary Responsibilities:

- Identify sales enablement content needs across the entire content portfolio -- including presentations, data sheets, product demo videos and website content -- and develop content deliverables accordingly
- Partner with demand generation team to provide compelling content deliverables in support of programs and campaigns
- Become an expert in buyer personas and buyer journey and share that expertise with internal colleagues to inform outbound marketing
- Perform research on target markets in areas such as competitive landscape, market share and industry trends
- Partner with the product development team to plan and execute product enhancement and new product launch
- Ensure that all launch plans include measurable commercialization goals and metrics, as well as sales enablement deliverables mutually developed with sales leadership

Requirements:

- 4-year bachelor's degree in marketing or a related field
- Minimum 2 years of product marketing or related experience, preferably in healthcare, and preferably for a SaaS offering
- Strong project management skills in the tracking of all detailed deliverables associated with particular projects or campaigns
- 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

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.