

# LifeSpeak Inc.

## Partner Marketing Manager

**Status:** Full-Time

**Reports To:** Director of Performance Marketing

**Start Date:** TBD

**Location:** Remote

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### 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.

At LifeSpeak Inc., we embrace the following core values:

- **Growth-minded:** We are always striving to improve, unafraid to learn, adapt, and evolve to become better every day
- **Engaging:** We engage our clients with exceptional customer service and members with high-quality solutions built on the trusted expertise of leading professionals
- **Achievement-driven:** With relentless focus, we hustle to hit ambitious goals while holding ourselves accountable every step of the way
- **Courageous:** We make bold decisions, even when they're difficult, staying true to our commitment to progress and impactful outcomes
- **Solution-oriented:** We embrace challenges as opportunities to create meaningful solutions, ensuring we approach every problem with clarity and determination
- **Systematic:** We trust processes and best practices as the foundation for success, while continuously refining them to foster growth and innovation

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## Job Description:

The **Partner Marketing Manager** is responsible for developing and executing a comprehensive partner marketing strategy to drive revenue growth and align with overall business objectives. This role involves collaborating closely with partner marketing leads to plan go-to-market initiatives, manage co-branded events, and oversee partner enablement programs. The manager will nurture key partner relationships, manage marketing collateral and third-party marketplaces, and track marketing pipeline performance through data-driven insights. Additionally, they will optimize marketing campaigns, refine playbooks, and scale successful initiatives to maximize partner-generated opportunities and ROI.

## Primary Responsibilities:

- Develop and execute a partner marketing strategy to drive revenue growth and align with overall business goals.
- Work closely with Partner Marketing Leads and Partners at the start of any new partnerships to plan announcements (PR, social media, etc.) and ensure alignment on marketing strategies.
- Meet regularly with Partner Marketing Leads to proactively identify ongoing marketing opportunities for growth within existing partnerships and execute partner marketing requests.
- Develop partner enablement programs to educate partner sales teams and ensure alignment on value propositions and messaging.
- Manage Partner Resource Hub and marketing collateral.
- Manage partner 3rd-party marketplaces.
- Track and report on marketing partner-generated pipeline, ensuring accurate attribution and ROI analysis.
- Quarterly call touchpoints with key partners to develop initiatives to drive growth.
- Where feasible, advocate to be included in partner sales and marketing events.
- Analyze and optimize partner marketing efforts, using data-driven insights to improve conversions and pipeline impact.
- Plan and execute co/branded marketing events, webinars and virtual events with partners to generate leads and nurture prospects.
- Develop event marketing strategies, including promotional campaigns, email sequences, and social media amplification to drive attendance and engagement.
- Manage/optimize co-marketing content, such as case studies, email campaigns, landing pages, and thought leadership pieces.
- Manage post-event nurture campaigns with partners to convert attendees into qualified pipeline opportunities.
- Track and report on event performance, including attendance, engagement, and conversion rates, optimizing for future events.
- Produce partner branded content toolkits that facilitate and demonstrate mutual success
- Collaborate with partner success team to uncover insights and share best practices in areas such as utilization, engagement and other metrics.

## Required Qualifications and Skillset:

- Bachelor's degree in business, sales, marketing, or a related field.
- 3+ years of experience in **channel partner management, business development, client service or engagement, or strategic partnerships** within the **B2B health and wellness industry**.
- Proven track record of driving revenue growth through partnerships and indirect sales channels.
- Strong understanding of modern sales techniques, tools, and CRM software (Microsoft Dynamics, Sales Navigator, ZoomInfo, etc.).
- Exceptional relationship-building skills with a demonstrated ability to influence stakeholders.
- Excellent communication and presentation skills with the ability to engage and motivate external partners.
- Highly strategic, data-driven, and results-oriented, with the ability to manage multiple priorities effectively.
- Willingness to travel as required to meet with partners and attend industry events.

*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.*