

UHIN

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Join Our Team!

Product Marketing Manager

JOB DESCRIPTION

Remote or Hybrid Available

The Role

We are seeking a talented Product Marketing Manager to play an important role in positioning and differentiating our products through compelling storytelling and creative marketing, while serving as the expert on our customers and industry.

UHIN is on a mission to create a more connected health care system that drives innovation, collaboration, and inclusiveness. At UHIN, you can help make a significant difference by supporting marketing strategy, campaign implementation, industry research and analysis that support our solutions to improve the care patients receive and reduce the costs of providing those services to healthcare professionals.

The Product Marketing Manager will be an expert on our

industry and our customers. They will grow at the intersection of Marketing, Sales and Product departments. They will help develop market strategy, utilize marketing tools, create new content, messaging, and thought leadership materials, and support the execution of measurable initiatives. Our ideal candidate knows the healthcare industry from the perspective of healthcare providers and health plans, and has proven experiences in helping these organizations find the right solutions to their unique needs.

Qualifications

- 3+ years of product marketing experience
- Bachelor's degree in marketing, communications or similar field
- High cross-functional capacity to closely collaborate with sales, marketing and product departments (as well as others)
- Proficient with marketing platforms, such as Salesforce, Pardot, Typeform, LinkedIn, and others as necessary
- Metrics-driven and analytical; proven ability to prioritize, drive, and achieve results under time pressure in a fast-paced, professional environment
- Exceptional ROI-tracking skills to prove and present what is – or isn't - working in our marketing motions
- Excellent written and verbal communication skills, and the ability to sell ideas through creative and innovative storytelling

- Experience and/or ability to conduct market research, analysis, and competitive intelligence gathering
- Ability to lead customer and user discovery to validate market messaging, target market personas, and positioning among buyer alternatives.
- Demonstrated ability to create, organize and maintain documentation, reports and enablement collateral
- Self-motivated, action-oriented attitude and approach
- Proficient with Google Workspace, Outlook, MS Office, Zoom, Notion and other business software

What does high performance look like? ---

- Gain an understanding of UHIN's products, their ideal customer profile, and help achieve product market fit within a given segment of the market
- Be the expert on our customers - how they buy, their buying criteria, the buyer journey, and their pain points - through product market research and customer interviews
- Serve as the single source of competitive and market intelligence across the organization
- Create market and competitive intelligence reports for stakeholders across the organization, including sales, marketing, product, account management, leadership, executive team, and board-level team members
- Implement and maintain competitive and market intelligence tools and projects.
- Create language and informational sources that allow

stakeholders to address questions about how we compare to our competitors and what makes us better

- Collaborate with sales and product departments to position and differentiate our products to drive growth, adoption and customer satisfaction
- Develop and execute marketing campaigns to our potential and current customers that align with product priorities and UHIN's mission and vision
- Work closely with the product team to deeply understand the product offering and articulate the differentiating factors for our target audience
- Develop materials and communications to train internal teams, like customer service, on new products, features and functions
- Understand and support our sales channels; train them on the problems we solve for our buyers and users, develop internal tools and external collateral, and teach them how to use them
- Partner with sales and customer success to promote and train them on existing products and new product offerings
- Support the go-to-market plans for new products and the release of existing product offerings while helping to coordinate the cross-functional implementation of marketing plans
- Analyze and assess the effectiveness of the marketing programs on an ongoing basis, and make qualified suggestions to optimize them
- Create and maintain brand and product marketing

assets for internal and external usage both in-person and online

- Help contribute to sales pipeline through RFP/RFI/proposal response creation

What is the career growth potential? ---

The Product Marketing Manager can grow in their career at UHIN by demonstrating success in preparation, execution and reporting of marketing campaigns. Success will be driven by thorough research and organization, thoughtful implementation and management, and analysis that drives insights for optimization.

You will start by owning documentation, planning and communication across multiple teams. Success in these areas can lead to managing the marketing of distinct products, owning key product marketing assets, and growing our business.

Through the delivery of new ideas and successful methods of marketing, you will be able to grow into a deeper ownership role of critical marketing and strategy that will drive the success of our business.

What is the company culture? ---

We are looking for individuals who are:

1. Get better each day - Someone who looks at problems with an open mind and shares new ideas with team members, regularly reassesses existing plans and attaches a realistic timeline to goals, makes profitable, productive, and innovative contributions, and actively pursues improvements to UHIN's processes and outcomes.
2. Curious - A constant learner who recognizes problems and seeks to understand them through data, draws unbiased conclusions based on data that lead to actionable solutions, and continues to track the effects of the solutions using information.
3. Customer centric - An individual who seeks to deliver the best experiences to customers and delivers results that exceeds expectations. We prioritize the needs of our customers, and we take the time to create a personable experience for those interacting with UHIN.
4. Collaborator - Someone who is a part of a team of doers uplifts team members and recognizes their specific contributions, takes initiative to help in any circumstance, actively contributes to supporting improvements, and holds themselves accountable to the team and recognizes the many hats that can be worn in the RACI model.

What is the hiring process? _____

- An initial phone interview with UHIN's talent acquisition team
- A skills-focused interview with the hiring manager
- A performance and culture-focused interview with the hiring manager
- An interview and presentation with a panel of leaders
- Reference checks
- Executive review

How can I stand out as an applicant?

- Proven track record in B2B product marketing and experience in healthcare
- Highlight experience in story-telling, influencing and developing strong working relationships with cross functional partners
- You have specific experience impacting marketing campaigns that effectively tell the product story, generate awareness, drive marketing qualified leads and fuel growth
- Demonstrate communication and collaboration skills, and adaptability in dynamic environments
- Understand UHIN's mission, values, and culture and demonstrate how you embody these into your work

Salary & Benefits

Salary range \$58,800 - \$88,200/yr depending on experience

and qualifications.

- Flexible work-life balance with plenty of PTO
- Benefits package (Medical, Dental, Life, 401k Match)
- Fully stocked break room free of charge and employee weekly lunch
- Hybrid schedule (collaboration days onsite come Mondays and Tuesdays and then remote)
- Monthly reimbursement for data plan & gym membership
- Welcome you into one of the best company cultures!

About UHIN

What if you could use your talent to have a positive impact on healthcare? As a nonprofit, Utah Health Information Network, UHIN for short, is a health information technology (HIT) company that is making a difference by breaking down the barriers & inefficiencies that exist in healthcare. We offer affordable technology products that allows providers, payers, and patients to securely run their business, take care of patients, and improve affordability.

Why work here? We are an innovative organization recognized for being one of the nation's leaders in standardized information exchange.

So how do we do it? It's no secret, we owe the past 30 years of our success to our outstanding and talented team members.

How is our technology used? We aggregate, transform, and exchange large amounts of healthcare data. Our data significantly helps the biggest healthcare organizations in the world make decisions.

Additional Info

- No Travel requirements
- Disability accommodations
- We are technologists and innovators committed to the pursuit of equitable healthcare. But health equity is not possible without representation. Our commitment to diversity goes beyond demographics or checking boxes. Our people must reflect the diverse identities, experiences and backgrounds of the communities and customers we serve, because that's what our society, colleagues and communities deserve.
- This position may be exposed to PHI on a regular basis; however, only accesses the minimum necessary for completing tasks. In doing so, this position must comply with all UHIN Policies and Procedures with specific regard to PHI Privacy and Security sections and maintain confidentiality with regard to the information being processed, stored, or accessed by the network.

Apply Now

Send Your Resume To :

hr@uhin.org

Visit Our Website :

www.uhin.org