

Digital Marketing Specialist

Who is MedCline?

At MedCline, we are dedicated to helping the millions of patients who can't get a great night's sleep. Today, we help those suffering with nocturnal acid reflux, chronic shoulder pain, and positional sleep apnea sleep better at night and feel better during the day. Our non-invasive, non-pharmacological, clinically validated medical devices are engineered to provide customers nighttime relief.

We currently offer two patented, innovative sleep solutions. Our Reflux Relief System is a sleep system designed for those who suffer with nocturnal acid reflux/GERD and our Shoulder Relief System for those with chronic shoulder pain at night. We plan to expand our product offerings in the future to help patients with other medical conditions that benefit from an inclined, side-sleeping position.

We're a fast growing, privately held, profitable company, and we're looking to substantially increase our team in the next year to fuel our next set of product innovation and overall customer growth. We're led by experts in direct to consumer marketing; consumer health; and we all love a good night's sleep.

If you're passionate about growing your career with a fast moving, growth-focused company, we invite you to have a confidential conversation with us, and learn more about this exciting career opportunity.

This Position:

As a critical member of our Sales and Marketing team, you'll play a key part in executing and driving our digital consumer customer acquisition strategy. You'll work across several paid digital media campaigns including paid social, paid search, affiliate marketing, display advertising, and other channels. You'll work closely with internal and external partners across Creative, Conversion Rate Optimization, Site Development, and Analytics to make these campaigns and channels work profitably. If you love the idea of managing campaigns from start to finish, driving results, and making and implementing suggestions on how to improve them, this position is for you.

What You'll Do:

- Execute paid media campaigns across paid social, paid search, display, video, affiliate and other channels
- Conduct audience and keyword research to implement effective multi-channel paid media campaigns
- Optimize campaigns, audiences, creative, budgets and bids across multiple channels to achieve campaign goals. You'll measure campaign success against our KPIs and make suggestions on how to improve performance

- Coordinates with creative and content teams to develop ad copy and creative and iterate based on campaign performance
- Maintain accurate budget tracking, communicating potential under or overspends
- Develop reports on paid media activities in order to demonstrate campaign impact
- Implement campaign tracking parameters (such as UTM, etc.)
- Let data lead the way. Your marketing hypotheses will be tested and measured to help quantify and identify the most effective marketing approach
- Quickly pivot based on campaign results, especially during seasonal peaks

What We're Looking For:

You've got a passion for marketing, testing, and driving customer adoption. You'll need:

- Relevant experience in digital campaign management, with hands on experience through platforms such as Google AdWords, Facebook Advertising Platforms, affiliate networks, etc.
- Understanding of web analytics tools such as Google Analytics/Adobe Analytics; UTM parameters; and web optimization tools such as Optimizely/Convert/Google Optimize.
- Proven ability to optimize campaign, audience, creative, budgets and bids across multiple channels to achieve campaign goals.
- Proven experience and a deep understanding of statistics, conversion funnel metrics, management of CAC/ROAS/LTV and other web analytics to determine campaign success
- Adept critical thinking with a strategic approach to problem solving.
- An insatiable curiosity-and an inability to leave a problem alone until you've found one or many different potential solutions.
- Strong interpersonal skills and the ability to effectively communicate. You have the ability to communicate effectively orally and in writing, including presenting information to a small or large audience.
- Strong project management skills with the ability to plan and prioritize.
- Advanced use of Microsoft Office Suite Applications, such as Word, Excel, Power Point, and Outlook.

In Addition:

- You're a team player—ideally a unique combination of humility (willing to do the dirty work) and ambition to drive the business and your career forward, with the ability to support/encourage your colleagues, moving everyone towards an aligned set of objectives.
- Bachelor's degree required and relevant experience in a digital marketing role, including ecommerce marketing, site management, product marketing, SEO, marketing analytics, project management; or an equivalent combination of education and experience.

Why Work with Us?

We're providing meaningful, life-changing solutions for those who struggle to get a good night's sleep based on certain medical conditions. We were recently ranked #96 on Inc. Magazine's Annual List of America's Fastest Growing Private Companies. And we're just getting started.

We offer a competitive salary; discretionary bonus plan; equity options; health, dental, and vision insurance; paid time off; and a retirement plan.

We're all currently working remotely from our headquarters in San Diego, CA. While we hope to return to our fun, collaborative, in-person environment at some point in the future, residence in San Diego is not a requirement for this position.

Equal Opportunity Employer

MedCline (Amenity Health, Inc.) is an equal opportunity employer and makes employment decisions on the basis of merit. Our policy prohibits unlawful discrimination based on race, color, religious creed, sex, gender identity, marital or veteran status, age, national origin, ancestry, citizenship, physical or mental disability, medical condition, genetic information, sexual orientation, pregnancy, or any other consideration made unlawful by federal, state, or local laws.