

Sr. Manager, Growth Marketing

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 speak to us (confidentially, of course) about this exciting career opportunity.

This Position:

As a critical member of our Sales and Marketing team, as the Sr. Manager of Growth Marketing you'll serve a key role driving the direct to consumer customer acquisition strategy for MedCline. You'll be the primary thought leader for all digital marketing channels. You'll work closely with internal and external partners across Creative, Conversion Rate Optimization, Site Development, and Analytics to make your channels work profitably. If you love the idea of having the freedom and accountability to lead, test, grow existing digital marketing channels, and discover new channels, this position is for you.

What You'll Do:

- Oversee paid media activities for our direct to consumer business. You'll own multiple digital channels, and be responsible for driving profitable growth.
- Determine our optimal digital marketing mix through detailed data-driven analysis of acquisition costs, and KPIs at each step in the marketing funnel.
- Investigate, test, and scale new digital channels to drive growth and diversity to our current marketing mix. We'll arm you with R&D dollars to properly develop and test new channels—and then scale like crazy once you've made the channel work profitably.

- Let data lead the way. Your marketing hypotheses will be tested and measured to help quantify and identify the most effective marketing approach.
- Develop strong industry relationships, with outside platforms (Facebook, Google, etc.); ad agencies; publishers; and external marketing agencies to help better execute your strategies, and stay on top of industry trends.
- Quickly pivot based on campaign results, especially during seasonal peaks.
- Be both a strategist and an executor. You'll have hands on the keyboard for some of the daily marketing activities, while also likely leading one or more junior team members in the administration and implementation of our marketing mix strategy.

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. Knowledge of programming languages such as HTML, React, PHP, Liquid, etc. are a bonus.

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; several years of 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.