

HEAD OF PRACTITIONER MARKETING

Santa Barbara Nutrients is a science based, startup benefit corporation launched by kidney researchers and kidney patients committed to creating innovative products for kidney diseases and kidney health. The first product, the medical food KetoCitra®, was launched in 2021 and is unique in that it's the only product that has been specifically designed, developed, and launched to manage Polycystic Kidney Disease (PKD).

Validation of this product, combined with successful and already planned clinical trials, will generate opportunities to address a far wider range of kidney and metabolic diseases and conditions and thus improve quality of life for millions of people throughout the world.

We want you as our Head of Practitioner Marketing to take the lead in all related areas of content creation, marketing, and outreach to healthcare professionals including physicians and dietitians.

The right candidate will be an integral part of a passionate management team. The chosen candidate will show initiative, be innovative and creative, have a passion for marketing and creating a brand designed to improve quality of life, and be able to demonstrate experiences that highlight these capabilities. Experience in organizing exhibits at clinical conferences, marketing via social media and email, content creation for blogs and videos including interviewing skills are vital.

Being a startup company, the Head of Practitioner Marketing will be hands-on and work independently to develop agreed upon initiatives. The work is mostly remote and can be done from anywhere with a good internet connection. However, there is a commitment for occasional travel to clinical conferences etc. Hours are largely flexible. This is a full-time position. Compensation depends on the level of relevant experience.

Responsibilities:

- Develop relationships with key opinion leaders in the field.
- Facilitate and arrange strong presence at clinical and trade conferences.
- Create strategies to grow mailing lists and social media following.
- Write and manage newsletters, news releases, blog posts, email campaigns, advertisements, and other communications.
- Promote and adhere to brand and brand strategies.
- Advertising strategies aimed at healthcare practitioners.
- Develop and guide creative work for advertising, public-facing communications, including print, digital, and video.
- Write original content for webpages - tailored for the target audience -- (This content will be used to build out our resources for practitioners).
- Set measurable goals that demonstrate improvement in marketing efforts.



Required/Preferred skills and knowledge:

- Strong writing skills for content creation, press releases, blog posts.
- Competence in medical subjects, ideally an educational background in a relevant area of science, nutrition, or medicine.
- Social Media expertise: FB, YouTube, LinkedIn, Instagram, Twitter.
- Graphic design skills, Adobe Photoshop and Illustrator, and a “good eye” for design.

Highly desired qualities

- Experience with marketing of dietary supplements, OTCs, pharmaceuticals, or medical foods.

To apply, please email your résumé to:

Talent@Sbnutrients.com