

Job Description for Content Development Manager

Job Status: Exempt, Full Time

Reports to: Vice President, Marketing

Primary Job Function:

The Content Development Manager contributes to Gray Matter Analytics' continued growth and success by developing and managing corporate communications and product marketing strategies using a variety of media and content platforms (white papers, articles, blogs, presentations, videos, collateral and other marketing materials) that support brand and product building goals. Responsible for content development that supports sales to current and prospective clients, product launch goals and thought leadership targets. Develop strategic plan for external communications, to increase brand awareness to support business development and increase market share/share of voice, specifically in the area of value-based care analytics.

Essential Job Functions:

- Identify target audiences and develop communication that will engage and create interest with the audience, and deliver messages that will support and build the business and create goodwill with customers and employees.
- Work with public relations firm to ensure consistent messaging and brand alignment across all audiences.
- Partner with key stakeholders to develop compelling stories, case studies and thought leadership materials to showcase Gray Matter products and customers; identify the most effective messaging, value proposition, channels and calls to action.
- Partner with Product Development team to translate technical product features to customer-friendly communications, providing a compelling value proposition for Gray Matter's Dynamic VBC Analytics solution.
- Collaborate with Marketing Operations Specialist to develop content that can be leveraged for demand generation campaigns and company and external events or issues for which a company position should be leveraged.
- Partner with Services and Solutions team to build a consistent feedback loop and continuously improve and optimize content development and dissemination to existing clients in conjunction with the Services and Solutions team.
- Contribute to product launch plan for Dynamic VBC Analytics solution.
- Research healthcare marketing trends, government regulations, potential clients and competitors in the market.
- Monitor market activity of current and prospective clients and assist sales teams in providing marketing materials (collateral, decks, graphics, etc.) as needed.
- Oversee the content lifecycle: Update existing content as needed and retire outdated content.
- Other duties as assigned.

Competencies Required for Position:

- Excellent written communication skills, particularly in developing corporate communications, product marketing materials and client-focused marketing resources.
- Extensive knowledge of English grammar and a familiarity with AP Style.
- Strong interpersonal skills, including the ability to work in a cross-functional environment and communicate with all levels of the organization.
- Problem-solving, organizational and time-management skills.
- Ability to plan and coordinate multiple projects with varying deadlines.
- Self-directed, team player.
- Ability to work under pressure.
- Highly motivated and willing to work within a fast-paced environment with an innate sense of urgency.

Education/Experience/Computer Proficiency Requirements

- Requires a bachelor's degree in Marketing, Communications or a related field.
- Minimum of 7 years of experience in a content development role, preferably in multi-platform environments with a broad range of content styles (long form, short form, collateral, web copy, blogs, video, etc.)
- Experience in healthcare/healthcare information technology industries required; Specific experience in value-based care and analytics preferred.
- Experience working in a SaaS / software solutions company, in a B2B environment, required.
- Proficiency in utilizing Microsoft Office suite, e-mail marketing programs and social media channels.
- Experience with e-mail marketing automation systems, i.e. HubSpot, Marketo, Salesforce.com, etc. a plus.

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