

## **Job Description for Marketing Operations Specialist – Marketing**

Job Status: Exempt, Full Time

Reports to: Vice President, Marketing

### **The Company**

Gray Matter Analytics is a rapidly growing early-stage company headquartered in Chicago, with offices in New York. Gray Matter Analytics Value-Based Care (VBC) Analytics Solutions provide value in three distinct ways.

- We partner with customers to deliver tailored solutions to optimize value-based care performance through our advisory and implementation services.
- We leverage a catalog of measure calculations and advanced analytic models, together with predictive insights to accelerate value through our business solution accelerators.
- Our solutions are delivered using our cloud-native, highly configurable CoreTechs® engine.

We transform healthcare organizations into data and insights-driven enterprises. We bring the right insights to the right stakeholder at the right time to improve decision making and outcomes, and lower cost, improve quality and enhance VBC performance.

### **Primary Job Functions**

The Marketing Operations Specialist position contributes to Gray Matter Analytics' continued growth and success by utilizing processes, tools and technologies that support the Sales and Marketing teams of the company. Uses internal data, along with market and competitor research, to help drive sales strategy and "hit the numbers." Monitors trends in the payor and provider markets and activities of competitors. Provides assistance at all stages of the sales cycle, through customer relationship management (CRM) system maintenance, data analysis and lead management, process optimization, communication and reporting.

### **Essential Job Functions**

- Lead demand generation initiatives, working closely with subject matter experts across the different teams
- Conduct research about prospects as required and perform email and phone follow-up / outreach efforts for marketing qualified leads
- Maintain marketing automation and CRM platform (HubSpot) to support marketing initiatives (i.e., sales pipeline maintenance, reports and dashboards, demand generation campaigns, social media awareness, etc.)

- Manage sales tracking tools and report on important information, using tools like Definitive Healthcare and Google Analytics
- meet corporate sales goals
- Analyze competitor landscape and ensure that Gray Matter's compelling value proposition resonates with the market
- Brainstorm with Sales teams on how to better understand what the client decision-makers need and value
- Collaborate with the Sales teams to define sales process steps to improve conversions, shorten sales cycles and maximize wins
- Stay up to date with new product and feature launches and review marketing collateral and sales documents to strengthen understanding of Gray Matter's offerings – descriptions and value proposition – and bolster efforts to
- Maintain online footprint via digital and social media marketing channels – AdWords, LinkedIn, Twitter, Facebook
- Other duties as assigned

### **Qualifications & Desired Skills**

- Three to five years of sales and/or marketing support experience
- Bachelor's Degree in Business, Communications or related field
- Experience in healthcare and healthcare information technology industries strongly preferred
- Experience with CRM solutions, such as HubSpot, Salesforce, etc.
- Knowledge of Microsoft Office Suite and healthcare databases
- Experience working with digital marketing / online advertising – AdWords, LinkedIn, Facebook
- Strong process management and analytical skills
- Ability to work in a dynamic environment, be self-directed, and meet deadlines across a variety of issues
- Ability to conduct competitive market research to gain business intelligence to be utilized in prospecting and demand generation
- Strong interpersonal skills, including the ability to work in a cross-functional environment and communicate with all levels of the organization
- Highly motivated and willing to work within a fast-paced environment with an innate sense of urgency
- Sensitivity to and discretion in handling confidential information

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