

RQI Partners
Marketing Manager
Location: Dallas, TX

RQI Partners, LLC is a joint venture partnership between the American Heart Association and Laerdal Medical, positioning the organizations to deliver innovative solutions that accelerate the impact of their lifesaving mission. The company blends the Association's leadership in science with Laerdal's expertise in technology and implementation to deliver impactful and innovative resuscitation quality improvement programs. The RQI program is a self-directed, simulation-based performance and quality improvement program for healthcare organizations and professionals that offers "low-dose, high-frequency" hands-on learning sessions that provide vital CPR skills practice in 10 minutes every 90 days. RQI offers a comprehensive, end-to-end quality improvement program at a lower cost.

Position Overview:

- Responsible for downstream product marketing for the RQI Partners portfolio, with a focus on brand, positioning, education, sales enablement, demand generation and customer impact success
- Maintain deep understanding of the market and a discipline of customer knowledge and empathy with a focus on the customer's clinical quality and competency needs to produce relevant content marketing and support
- Serve as marketing participant on the launch teams for new products and enhancements and ensure go-to-market readiness.
- Contribute to the readiness and success of sales channels and enhance the impact of the Resuscitation Quality Improvement program for hospitals and health systems to save more lives.

Accountable for:

- Driving market campaigns and activities to generate and nurture leads, acquire and maintain customers and reach financial goals for the RQI Partners product portfolio.
- Managing activities in Pardot® marketing automation program across the marketing department
- Develop marketing collateral, content, and tools and provide training and support to the sales channel to ensure readiness to successfully sell.
- Develop educational tools and best practices for RQI accounts to improve administration, utilization and Resuscitation Quality Improvement program impact to help save more lives
- Maintain internal relationships and collaboration for the successful development, representation, market introduction and promotion of the RQI portfolio and recognition of RQI accounts.

Responsibilities:

Marketing Planning

- Understand market needs, the competitive landscape and the organization's unique abilities to deliver value to develop and execute marketing strategies and plans
- Articulate strategies and tactics for generating awareness, demand and leads.
- Articulate go-to-market process and requirements for launches, enhancements and pilots

- Develop/maintain strategic relationships with key thought leaders, partners and organizations within the healthcare segment.

Marketing Support and Customer Accountability

- Support Territory/Impact sales teams and customers with sales tools, education and implementation support, best practices and regular communication
- Create RQI product/program representation and updates in product materials and communications
- Ensure go-to-market readiness for launches, enhancements and pilots
- Nurture customer relationships and support the customer lifecycle and user community.

Demand Generation

- Design campaigns integrated with Pardot marketing automation that generate awareness and qualify leads through the build of multiple campaign assets.
- Create program and educational content that solves for customer and market problems; targeted to decision makers and internal champions in the buying/expansion process.
- Generate and nurture leads, deliver qualified leads to Territory/Impact Managers.
- Maintain close relationships with customers to produce testimonials, user stories and support customer champions.
- Represent SME thought leadership to guide market understanding and trends
- Ensure timely and comprehensive social media activation and appropriate PR activity
- Oversee event marketing and advertising activity to represent the value of the RQI portfolio

Performance

- Track and measure marketing channel performance to ensure effectiveness and ROI.
- Report monthly to Director of Marketing on key marketing initiatives and metrics executed and planned.

Required Skills and Competencies

- Bachelor's Degree required in a relevant subject – eg business or marketing
- Minimum 8 years experience in product management, marketing or related area
- Extensive experience with strategic marketing automation, knowledge of Pardot strongly preferred
- Experience in the healthcare field and or hospital market desirable.

Well-qualified applicants encouraged to apply. Salary commiserate with experience.