

JOB DESCRIPTION: Digital Marketing Analyst  
LOCATION: SF Bay Area- Alameda, CA



Are you an energetic and goal-oriented trendsetter? Do you welcome the challenge of growing an early stage health tech company into a world-class business? If so, ReadyList welcomes you to explore this exciting opportunity.

ReadyList offers innovative solutions to hospital service teams at the country's top hospitals and health systems. Our mobile applications support continuous efforts to improve patient care and increase service team productivity.

## RESPONSIBILITIES

The Digital Marketing Analyst's responsibilities include, but are not limited to:

### Marketing-qualified lead generation:

- Drive online networking efforts at target customers to generate sales conversations and software demos
- Collaborate with sales team to meet marketing lead generation goals and sales revenue targets
- Gain trust and maximize credibility with target customers

### Social media for B2B:

- Build business cases for and curate market intelligence about targets via online research
- Manage and grow ReadyList's social media presence, including content development and curation

### Marketing data, processes, strategy:

- Maintain marketing data in respective tools/ systems
- Understand ReadyList's market strategy and positioning
- Develop expertise in digital marketing and improve digital marketing processes
- Complete special projects to support the sales and marketing domains

## REQUIREMENTS

- You have a bachelor's degree in business, marketing preferred
- You have healthcare industry experience and worked in marketing and social media
- You are a people-person; you are skilled at developing personal relationships
- You have excellent written and oral communication skills
- You have a strong work ethic and commitment to detail, organization and time management
- You have strong critical and analytical thinking skills
- You do not mind repetitive tasks because you look for opportunities to be efficient
- You are great with technology; you are fearless and learn quickly
- You are a LinkedIn master, a HubSpot master, and an Airtable master (preferred)
- You enjoy conducting online research
- You inspire confidence because you are energetic, professional, and fun
- You are passionate, respectful, and imaginative, and you love to learn

## WHAT YOU GET

A fantastic work environment in a dynamic and growing company

Medical benefits package to which ReadyList contributes

Retirement plan (coming Jan 2020)

Paid vacation and major holidays off

Best of all, a chance to help make an impact by setting the standard in redefining hospital operations!

## COMPENSATION

\$35,000-\$45,000 base salary plus bonus

Full time position

## ABOUT READYLIST

ReadyList develops smart checklist and integrated workflow solutions that transform hospital operations. These mobile-friendly solutions guarantee inpatient and surgical environments that are 100%-ready for clinicians to extend patient care. Founded in 2015, ReadyList is a privately held company based in Alameda, California and Milwaukee, Wisconsin. For more information, visit [readylist.com](http://readylist.com).

## EEO STATEMENT

ReadyList, Inc. provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.

ReadyList complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

ReadyList expressly prohibits any form of unlawful employee harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability or veteran status. Improper interference with the ability of ReadyList employees to perform their expected job duties is absolutely not tolerated.