

Job Title: Vice President of Marketing
Department: General & Administration
Revision Date: 9/3/2019

Position Overview

Clearwave is a market leader in digital patient check-in, eligibility, and payment solutions. Based in Atlanta, Georgia, we currently serve over 200+ physician practices nationwide and have streamlined the check-in process for over 52 million patients. We are looking for a Vice President of Marketing to oversee our marketing team, strategy, and programs that support our next stage of growth. We are looking for a senior marketing executive to build an inbound lead pipeline and take our operation to the next level. You will handle all activities related to building and implementing marketing strategy and programs and achieving marketing goals to drive awareness and increase revenue. You will define cohesive messaging and branding, drive marketing strategy, and grow demand generation. You will guide the marketing team in sharing our vision, culture, and value to the world in an effective and powerful way. You'll join a talented team and will be directly responsible for growing the department into a best-in-class marketing organization.

Essential Job Functions

- Build a sustained, persistent lead generation effort through a BDR team that creates additive and measurable pipeline for the sales team
- Create Account Based marketing programs based on Clearwave specific tiers and buyer personas
- Generate consistent demand and lead generation through multiple channels, with optimized cost per lead
- Develop partner specific marketing strategies and campaigns with key EMR vendors to drive sales
- Maintain fresh Clearwave brand materials including website, case studies, sell sheets and other sales tools
- Create sustainable Inbound Lead flow through Content Marketing, including thought leadership and education (blogs, publications and trade shows)
- Manage effective marketing automation to support the complete customer journey
- Utilize a marketing dashboard that supports weekly optimization, monthly prioritization and quarterly strategy decisions
- Build consistent client communications and nurture programs to drive upsell, referrals and loyalty, educate clients, and build a community
- Organize client user group meetings/events, both in person and digital

Requirements

- You have 10+ years in fast-growing B2B SaaS environment with deep expertise in demand generation and product marketing and an ability to lead programs that span across multiple marketing functions.
- You're passionate about growth and building a business that focuses on solving customer problems.
- BS in Marketing, Management or similar field
- Experience driving results in digital marketing, including SEO, Google AdWords and Analytics
- You're results-oriented and know how measure, evaluate, prioritize, double down on what's working, and cut marketing activities that don't, to improve the results of our effort.
- Leadership is a real passion for you. You take pride in recruiting the right talent and the ongoing coaching and development of your teammates, and consistently look for ways to make everyone better at what they do.
- You have experience in scaling a marketing department as part of a high-growth SaaS company.
- Excellent communication and presentation skills.
- Experience with institutional investors and board level presentations.

How You'll Be Measured

- Increasing ARR bookings, including new logo's and client upsells
- Increasing MQL's and SQL's that convert to sales
- Boosting Clearwave's brand awareness through social and traditional media presence
- Client retention and satisfaction

Learn more about Clearwave Corporation here: www.clearwaveinc.com

Interested in joining a dynamic team? Should you feel your qualifications and background are a match, please email your most current resume and cover letter to: jobs@clearwaveinc.com

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, protected veteran status, or any other characteristic protected by law.

NOTE: This job description is not intended to be all-inclusive. Clearwave Corporation is a dynamic, growing software company. Employees will perform other related duties as assigned to meet the ongoing needs of the organization.