

Wildflower Health

Product Marketing Manager

About Wildflower Health

We are entering a new era where innovative care and payment models are both our greatest hope and our largest hurdle.

That's where we come in. Wildflower is playing a critical role in helping the healthcare system advance in virtual and value-based care. We are engaging patients with a combination of high-tech and high-touch support, enabling clinicians to have extended impact and breaking down silos to create better experiences and outcomes for all stakeholders.

Wildflower has been preparing for this reality since 2012. Our SaaS platform launched with a mobile app that helped women have healthy babies, digitally guiding them through their pregnancy journey, identifying risk, and connecting them with personalized care. Over time, we've added to our technology to support the evolving health journey for families across all life stages, coordinating the needs of moms, dads, kids and aging parents all in one digital application.

Today, we support the entire ecosystem - the provider, the payer, the family - with a clinically-integrated solution that is purpose-built to advance more effective, efficient care, as well as the payment models that fuel it.

About the Role

As the Product Marketing Manager at Wildflower Health, you'll work with Product Management, Marketing, Sales, and Client teams to communicate Wildflower's and our products' value to the market. You'll help train internal teams on new product offerings, create external-facing materials to amplify product messaging and promote Wildflower's core value proposition to our new and existing customers, and help support our Marketing Team in their efforts to reach new customers. You'll be an authority on what we do, why we do it, and who we are doing it for.

The Product Marketing Manager is a member of the Product Team and reports to the Product Director, though collaboration with all teams will be a key driver of success for this role.

Main Responsibilities

- Collaborate with product management to develop product positioning and messaging that resonate with our target buyer personas.
- Develop and own materials that highlight product features and benefits for our sales and client team, as well as for customers.
- Champion the internal training process for our sales and client teams, equipping them with the tools needed to articulate our products' value to prospective customers and stakeholders.

- Perform market and competitive research to inform the team on target market trends, customer needs and preferences.

Requirements

- 5+ years of product marketing experience.
- Excellent people and management skills to interact with colleagues, cross-functional teams and third parties.
- Able to summarize a new product or feature into a clear and concise message - both verbal and visual - that resonates with our audiences.
- Must be a strong public speaker, comfortable with presenting long and/or complex ideas to large groups and major stakeholders.
- Must be an effective and savvy writer, able to turn complex ideas into simple, concise messaging.
- Familiarity with SAAS products, terminology, and processes.
- Bachelor's degree in business or marketing, or equivalent experience.
- Ability to effectively manage multiple projects at once, working independently to prioritize and meet deadlines with strong time management skills.

Location

San Francisco, CA or Remote

How to Apply

To be considered, please email your resume, cover letter, and salary requirements to jobs@wildflowerhealth.com.