



Employment
Opportunities

Marketing Manager

General Summary

Avalere Health LLC (Avalere) is a leading strategic advisory firm focused on the intersection of business strategy and health policy. Located in Washington DC, Avalere works with a diverse range of clients spanning Fortune 500 companies, major medical foundations, government agencies, advocacy and patient groups, and other organizations who have a vested stake in an improved healthcare system.

Avalere Health seeks a “hands on” **Marketing Manager** to join our growing Business Development and Marketing team. Reporting to the Senior Marketing Manager, the candidate will be responsible for successfully executing against the firm’s vibrant marketing plan.

Avalere’s culture is one of close collaboration, candid and constructive feedback, and assignment of responsibilities on the basis of ability and availability, without undue emphasis on rank. We prize intellectual curiosity, resilience, a positive attitude, and a willingness to embrace new challenges. We are looking for a candidate that truly embodies these characteristics and can seamlessly integrate in to our team and our firm.

Principal Duties and Responsibilities:

- **Marketing Channel Management:** Execute marketing campaigns across various distribution channels including email blasts, digital advertising, webinars, website, social media, etc. Manage content and creative deadlines to ensure campaign success.
- **Marketing Campaign Analysis:** Conduct real time data analysis to monitor and report on marketing campaign performance.
- **Promotional Event Execution:** Manage Avalere’s Expert Webinar Series, a year-long series of content-led webinars used to promote visibility and generate leads for our advisory services and syndicated products. Effective management includes strict coordination across content teams, external speakers, and internal operations (IT) team.
- **Management of Marketing and Branded Collateral:** Manage in-house and external vendors on the creation of marketing materials and client sponsored deliverables. Coordinate among various internal teams to ensure aggressive deadlines are meant and deliverables are of highest quality.

Skills, Experience, and Other Job Related Requirements

- Bachelor’s degree in marketing, communications or related field or equivalent work experience.
- Minimum of 3-5 years of proven successful marketing experience in the healthcare industry, with experience marketing to healthcare businesses preferred.
- Excellent written communication skills, with proven experience in authoring compelling marketing copy and experience integrating into branded materials.
- Strong understanding and experience in on-line marketing, both web and email.
- Positive, articulate person who can generate enthusiasm around Avalere’s unique service offerings.

- Ability to energize co-workers and to build rapport at all levels within an organization.
- Flexibility to handle a variety of projects and shift priorities simultaneously.
- Ability to work independently and as part of a team.
- Exemplary interpersonal skills that translate into positive relationships with colleagues and clients.

Compensation

Avalere offers competitive salary and benefits commensurate with experience.

Located on DC's famed Dupont Circle, Avalere prides itself on its mission to help improve the healthcare system. For more information, visit www.avalerehealth.net.

Qualified candidates should provide samples and portfolio along with an electronic cover letter and resume to:

Avalere Health LLC
1350 Connecticut Ave., NW
Suite 900
Washington, DC 20036
recruiting@avalerehealth.net

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