



## Direct-to-Consumer Growth Marketing Manager

### Wildflower Health

Wildflower delivers personalized experiences that activate women in their care, while simplifying the healthcare journey for families with a modular model of human touch and digital tools. We work from within the healthcare system to make things better. We do that by partnering with providers, payers and health systems to ensure patients have one single, unified team supporting a woman's health journey. In partnership with care teams, Wildflower provides patients with a simpler, more effective and personalized healthcare experience. Learn more [about Wildflower](#) and [Wildflower's journey](#).

### About the Role

The Direct-to-Consumer Growth Marketing Manager will develop and execute a high-performing consumer acquisition program, skillfully navigating key paid channels to drive sustainable growth. We're looking for someone who has successfully managed consumer growth engines, knows what DTC health looks like at scale, and can apply that expertise to an ecosystem where trust and outcomes are critical. The ideal candidate is someone who understands the importance of a full-funnel approach, is curious and performance-led, and excited about analyzing data as much as they are about creative storytelling.

### Roles and responsibilities for the DTC Growth Marketing Manager:

- For an emerging wellness service line, own the Direct-to-Consumer program, driving strategic planning and hands-on execution of marketing activities.
- Manage an integrated omnichannel presence, identifying/driving growth across paid social media, paid search and app store ecosystems.
- Focus on the steps at the top of the marketing funnel, from initial brand awareness through acquisition, for a subscription product.
- Collaborate with team members to plan, produce and go to market with performance oriented, on-brand content and creative assets.
- Champion a rigorous test-and-learn approach, translating performance data into actionable insights and clear recommendations for ongoing channel optimization.
- Track, analyze and optimize campaign performance metrics, leveraging data and insights to drive consistent improvements in CAC, CVR and LTV.
- Monitor, manage and actively participate with the core consumer audience, including in community forums and with content creators. This also informs your campaign strategy, with direct insights to ensure community relevance and trust.
- Proactively stay at the forefront of social and performance marketing trends, emerging tools, and AI advancements to ensure campaigns and content remain innovative, competitive and impactful.

- Operate at the cross-functional intersection of Wildflower's marketing, product, growth, patient experience and client experience teams, fostering a collaborative environment while surfacing actionable insights to drive organizational success.

**Qualifications**, experience, skills and interests:

- 5 or more years of hands-on marketing for DTC/B2C audiences and ecommerce products, with proven success in paid channel execution and performance.
- Insight-driven marketer with an analytical mindset to not only understand the math behind KPIs, but to also guide strategic decisions.
- High proficiency in and the ability to seamlessly navigate the leading platforms/tools for social media, search and app stores.
- A full-funnel channel practitioner who is knowledgeable in campaign strategy/development, customer segmentation/targeting and A/B testing; the right person for this role is not just experienced with social and digital marketing execution but knows the intricacies of each channel and hacks to success.
- The writing versatility to pivot between high-impact micro-copy (ads, CTAs, and headlines) and insightful, trust-building narratives that foster deep community engagement (blogs, emails, forums).
- A social and community listening mindset, understanding the platforms/tools that monitor sentiment and how to thoughtfully react and quickly pivot your campaigns.
- Ability to manage multiple priorities and deadlines in a fast-paced environment.
- An organized self-starter who thrives in autonomous and remote environments, taking proactive ownership of their workflows.
- Experience in wellness, health, women's health, and/or a women's-centered brand is preferred.
- Preferred education or equivalent experience:
  - Bachelor's degree or equivalent experience in Marketing, Communications, Psychology, Data Analytics or a related field.
  - Certifications from social or search platforms such as the Meta Certified Media Buying Professional, Google Analytics, Ads or Search certifications, or from other marketing-based professional organizations.

Salary range

\$110,000-\$120,000

Location

This is a remote position, located in the United States.

To apply

Please provide cover letter and resume to the following URL:

<https://jobs.gusto.com/postings/wildflower-health-direct-to-consumer-growth-marketing-manager-f817670e-63a0-4c1f-aedf-233b7e0b32dc>