

Content Manager

Love small teams? Want to do important and challenging work? Want to be a positive force in the health of families?

Wildflower Health is seeking a conscientious, production-focused Content Manager for our expanding mobile health platform.

As a Content Manager, you will oversee the implementation of customized client content for our Pregnancy and Family Health apps. This involves developing a content strategy based on the business objectives of our clients, primarily health care providers and payors, and managing the content requirements through the product cycle. This role requires both a big picture perspective and meticulous attention to details. The ideal candidate will be hands on in all aspects of content development and production, which includes some writing, editing, uploading content into the app using our CMS, and troubleshooting for issues between content and coding. You will work closely with the Director of Content on scheduling resources and coordinating workflow among a team of production editors.

Knowledge of healthcare and medical terminology is desirable. If you enjoy working in a fast-paced, startup environment with people committed to making healthcare better for families everywhere, we want to hear from you.

SUMMARY OF RESPONSIBILITIES

- Own the implementation of the customized client content for custom white label apps
- Develop a content strategy based on the business objectives of our clients, primarily healthcare providers and payors
- Manage content implementations from soup-to-nuts, from inception through production and delivery
- Write custom content for clients as needed, contribute to writing Wildflower core content library as needed
- Interface with a cross-section of team members, including Content Strategy, Production Editors, Product, Client Solutions, and Engineering/Analytics
- Accurately and meticulously transfer content into our CMS
- Support editorial QA for app content
- Vet and incorporate feedback from our external clients, user testing, and internal testers
- Communicate with internal technical teams to troubleshoot and resolve detailed issues between content and coding

IDEAL CANDIDATE

- Proven project management experience preferably in a content production environment
- Experience meeting a high-volume of competing deadlines
- Some familiarity with clinical content and content sourcing
- Ability to work independently and within a small team
- Proficiency in Excel, Word, and Google docs required; experience using content management system is helpful

- At least 2 years' demonstrated copyediting, proofreading and style editing (experience preferably an eagle eye for spotting typos, punctuation issues, missing brackets/parens, formatting)
- Fast, efficient data entry skills
- Previous experience or strong interest in family and maternal health is preferred
- Good communicator who can articulate themselves effectively with a cross-functional team
- While this is NOT a writing-focused position, there are opportunities to put your skills to use

ABOUT WILDFLOWER HEALTH

Wildflower Health delivers mobile health programs that help healthcare payers and providers better connect with and support families, impacting both short-term decisions and longer-term behaviors that together bend the cost curve in healthcare.

Our products are catered to the family's chief medical officer, mom, who typically makes the healthcare decisions for the home. Our product, a smartphone-based maternity program, which reaches women early in pregnancy, keeps them engaged to identify risks, and connects them with providers or health plan care managers. Combining with Family Health, which continues with pediatrics through the lifespan, the whole family's health needs is organized in one convenient app.

Our Wildflower Health staff is hardworking and passionate about transforming healthcare. As part of our team, you'll help drive the evolution of our enterprise mobile solution. You'll be part of a team that combines an A+ customer experience for our mobile users and a powerful backend platform that integrates engagement analytics, enterprise systems management, A/B testing, and interfaces with client systems.

Our small, close-knit team values intelligence, dedication, and diversity of opinion. As a startup, things move quickly, but you'll find an atmosphere where people are respectful of each other and work-life balance is cherished.

Interested candidates should email a cover letter, resume, and salary requirements.