

Content Strategy Leader - San Francisco or Seattle Wildflower Health

About Wildflower Health

Wildflower Health produces software applications that help families better connect to healthcare and help healthcare enterprises influence and support healthy consumer behaviors across a lifetime of health decisions. The company's digital products support women and their families to drive prevention, risk identification and connections to care right on the smartphone. The company supports families during every life stage, from preconception and pregnancy, through pediatrics and adult health, supporting common episodes of care over time. Wildflower Health's applications are offered to consumers worldwide by leading health plans, hospitals and health systems, and employers.

About the Role

The Content Strategy Leader is a key leader in our product team. In this role you will be responsible for leading content strategy, directing projects, and inspiring copywriters to create engaging and intuitive experiences for our users. You will leverage your leadership skills and consumer health expertise to drive development for our products, as well as partner closely with product management, design, engineering, and user research teams to ensure a best-in-class content development process.

You and your team will drive content for all of our product touchpoints, ensuring that our user experience is engaging, impactful, and differentiated.

Key Responsibilities

- Manage a growing team of writers / editors and cultivate their growth through feedback and coaching
- Develop and manage our strategy to produce content that engages users across pregnancy, pediatrics and women's health, through a combination of internally developed content and licenses of high-quality, targeted content sources
- Define and maintain best practices for content delivery and ongoing updates
- Interface with our clinical advisors to ensure content meets clinical standards while still speaking to users in a friendly tone
- Lead development of new product offerings as required
- Contribute creatively and thoughtfully across our product experience
- Work across the company with key stakeholders including sales, client services, and marketing
- Support team in scoping and planning new products and releases
- Evolve our style guide to meet the needs of our users and our clients

Ideal Candidate

- 5+ years in content strategy role, or related field
- 2+ years managing teams
- Deep expertise in the field of content development and strategy, ideally in health, pregnancy, parenting and / or pediatrics
- Ability to prioritize and work fluidly in a fast-paced environment
- Highly motivated self-starter with an entrepreneurial spirit.
- Intelligent and articulate, skilled at presenting ideas and concepts in words, data, and graphics.
- Alignment with key Wildflower values including transparency, integrity and teamwork

