

## **Wildflower Health**

### **Product Marketing Manager**

#### **About Wildflower Health**

Wildflower Health produces mobile health programs 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 mobile applications support women and their families to drive prevention, risk identification and connections to care right on the smartphone. The company's products support 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**

As the Product Marketing Manager at Wildflower Health, you'll work with the product, marketing, sales, and client teams to lead product launches, amplify product messaging, and promote Wildflower's core value proposition. You'll be an authority on our products, our target segments, our competitors, and our industry.

#### **Responsibilities**

- Plan the launches of net-new products and releases of existing products and manage the cross-functional implementation of the plan.
- Create product collateral and marketing content—develop sales and client services materials with deftly crafted content that resonates with target verticals and personas.
- Master expertise on our buyers, who are they, how they buy and their key buying criteria; use this knowledge to inform product messaging, brand differentiation, marketing content and sales training.
- Collaborate with product management to develop product positioning and messaging that resonate with our target buyer personas.
- Understand and support our sales and services channels; train them on the problems we solve for our buyers and users; develop internal tools and external collateral and teach them how and when to use it.
- Assess the effectiveness of the product marketing programs on an ongoing basis, and report back to the business on required changes.

#### **Requirements**

- 5+ years of product marketing experience.
- Excellent people and management skills to interact with colleagues, cross-functional teams and third parties.
- Exceptional ROI-tracking skills, able to prove what is and isn't working.
- Power user of networking tools such as LinkedIn, Twitter, Facebook and Instagram.
- Must be a strong public speaker, comfortable in front of large, senior groups.
- Must be a solid writer, able to turn complex ideas into simple, concise messaging.

- Bachelor's degree in business or marketing.

**Location**

San Francisco, CA

**How to Apply**

To be considered, please email your resume, cover letter, and salary requirements to [jobs@wildflowerhealth.com](mailto:jobs@wildflowerhealth.com).