



Marketing Associate
CHARLIE HEALTH

Job Category: Marketing/Sales

Job Source: nrjobs.com

Job Summary

Employment Type: Full Time

Gender: Any

Career Level: Entry Level

Salary: Negotiable

Experience: Minimum 2 years

Posted On: 22 Oct 2024

Application Deadline: 20 Nov 2024

Job Context

- Charlie Health is seeking a Marketing Associate to execute impactful marketing initiatives and maintain meticulous brand standards, contributing to the company's mission to connect the world to life-saving mental health treatment. Reporting to the Senior Content Marketing Manager, the Marketing Associate will update and maintain marketing materials, coordinate projects, and ensure brand consistency across various channels. The ideal candidate is a creative multitasker with a keen eye for detail, a proactive mindset, and the ability to juggle multiple projects seamlessly.

Job Description/Responsibility

- Assist in the planning and execution of marketing campaigns, materials, and initiatives, including tracking project timelines, updating stakeholders on key milestones, and sending deliverables to ensure timely completion.
- Coordinate tasks and projects with team members across various departments, including Clinical Outreach, Research and clinical Outcomes, Clinical, Partnerships, Growth Strategy, and Commercial Strategy.
- Collaborate with the Marketing Team to gather, organize, and distribute marketing assets, including graphics, copy, and multimedia content in an organized fashion, ensuring easy access for teams across the company.
- Ensure all marketing materials align with brand guidelines and project objectives, performing periodic reviews and adjusting based on updated guidance.
- Maintain an organized brand library for easy access and retrieval by team members, providing clear directions and guides for cross-functional partners.
- Manage and update website content, ensuring information is current, accurate, and engaging.
- Coordinate the generation of marketing assets, including but not limited to scheduling, logistics, and vendor sourcing/management for video shoots, photo shoots, deck creation, animation, website content, and more.
- Oversee the maintenance of various internal Marketing Team trackers, tools, and reporting, including the content calendar, plus ad hoc projects.
- As needed, directly generate marketing assets and other collateral for use across internal and external use cases.

Education Requirements

- Bachelor/ Honors(Bachelor Degree in any Discipline) completed.

Additional Academic Requirements

- Bachelor's degree in Marketing, Communications, Business, or a related field.

Experience Requirements

- Minimum 2 years of experience is required.

Additional Experience Requirements

- 2+ years of experience in project management, marketing, or a related role.

Skills Requirements

- Impeccable project management skills with the ability to handle multiple tasks, moving targets, and quick turnaround deadlines.
- Flawless written and verbal communication skills.
- Detail-obsessed with a strong understanding of the importance of brand management and consistency.
- Experience with video, photo, and other multimedia content production.
- Proficiency in project management tools and software (e.g., Jira, Monday, or similar).
- Exceptionally organized and able to manage multiple tasks efficiently.
- Creative mindset with a passion for marketing and branding.
- Innovative problem solver with an eye for driving efficiency and using data to inform best practices.
- Energized by the prospect of collaborating with multiple stakeholders and teams in a fast-paced environment.

Work Area

- Applicant should have experience of working in the following category(ies): Marketing/Sales

Industry Type

- Experience should include the following skills: Hospital/Diagnostic Center

Address: New York, NY, New York, NY, United States

Company Profile: Health Care Services & Hospitals

Company Website: <https://www.charliehealth.com/>