CAQH Position Description

Position: Senior Manager, Digital Marketing

Department: Marketing and Communications

Reports To: Director, Customer and Market Insights

Date: February 27, 2020

Position Summary:

CAQH is seeking an experienced Digital Marketer who will help us develop, plan and execute our digital strategy across touchpoints along our customer and prospect journey. We are looking for a dynamic, enthusiastic brand ambassador who will carry through our message and brand vision to the customer and prospects using their expertise in SEO, SEM, digital paid advertising/social, and corporate websites.

This role is full-time, exempt and within the Marketing and Communications department at CAQH. The role reports to the Director, Customer and Market Insights.

Specific Responsibilities:

- Develop and execute digital marketing strategies to support our brand vision, goals and strategies.
- Responsible for driving digital strategic planning with business case accountability.
- This position will work with cross-functional teams, including Marketing, Product and Sales & Account Development to deeply understand our product roadmap and successfully translate it into actionable digital plans that embed with functional strategies.
- Create and implement a roadmap of digital marketing plans that will support CAQH product strategy and growth.
- Serve as the strategic lead for the website with a singular focus of driving traffic, engagement, and click-throughs by optimizing content and website experiences.
- Define and develop creation of digital engagement assets, including live demos, prototypes and video content.
- Work closely with SVP of Marketing to create digital KPIs and collaborate with marketing operations to build reporting and continually drive campaign performance based on metrics.
- Guides teams in implementing data-driven and user-centered methodologies to optimize digital experiences across dotcom, mobile and emerging platforms to drive KPIs.
- Leverage a variety of digital channels including paid/organic search, paid display, paid/organic social, SEO, etc. and optimize the right mix of channels to drive results.
- Identify opportunities for digital enhancements and new features and communicate and drive enhancements.
- Optimize web content to support business needs through internal collaboration, advising team on best practices, and evaluating campaign performance.
- Uses web analytics to identify trends, propose solutions, and monitor site performance.
- Oversee and track digital marketing budget measurement and optimization.
- Reviews new technologies and keeps the company at the forefront of developments in digital marketing.

Skills & Experience:

- 7+ years of digital marketing experience, with demonstrated track record of delivering strong digital marketing and website performance.
- 2+ years of experience managing websites.
Innovative problem solver with the ability to develop and implement strategy.
Ability to distill complex digital concepts into straightforward communications.
Skills as a change agent who is not afraid to challenge the status quo.
Innovative problem solver with the ability to develop and implement strategy.
Project management and leadership skills to develop and execute action plans.
Have an A/B testing and optimization mindset.
Experience in B2B software or technology industry.
Experience in healthcare a plus.
Experience working with content management systems, preferably Drupal.
Experience with Google Analytics, Google Search Console, Google Ads, Google Data Studio and Tag Manager.
Working knowledge of conversion and lead generation best practices, SEO, SEM, and accessibility
Experience in Agile development methodology.
Ability to manage multiple projects at the same time in a fast-paced environment.
Technically capable, excellent communicator with a desire to improve processes.
Strong collaboration skills.

Education:
Bachelor’s degree in marketing or related field required.

Certification Requirements:
None.

WHO WE ARE
Named one of Modern Healthcare’s Best Places to Work in 2016, 2017, 2018 and 2019, CAQH, a non-profit alliance, is the leader in creating shared initiatives to streamline the business of healthcare. Through collaboration and innovation, CAQH accelerates the transformation of business processes, delivering value to providers, patients and health plans.

- COB Smart® quickly and accurately directs coordination of benefits processes.
- EnrollHub® reduces costly paper checks with enrollment for electronic payments and electronic remittance advice.
- CAQH ProView® eases the burden of provider data collection, maintenance and distribution.
- DirectAssure® increases the accuracy of health plan provider directories.
- VeriFide™ streamlines credentialing by consolidating and standardizing primary source verification.
- SanctionsTrack® delivers comprehensive, multi-state information on healthcare provider licensure disciplinary actions.
- CAQH CORE® maximizes business efficiency and savings by developing and implementing national operating rules.
- CAQH Index® benchmarks progress and helps optimize operations by tracking industry adoption of electronic administrative transactions.

WHAT YOU GET
CAQH recognizes that its most important asset is its growing team of smart, creative, collaborative, forward-thinking and passionate professionals – and that a comprehensive employee benefits package is an important factor for them in choosing where to work. CAQH offers competitive compensation along with an extensive benefits package for all full-time employees, including medical, dental and vision coverage, tuition assistance and a 401k. Our location in downtown Washington, DC is metro-accessible, has an onsite fitness center and is centrally located to allow our team to take advantage of professional networking opportunities, cultural offerings and a thriving social scene.