

# Position Specification

## Head of Digital Marketing

### ***The Company***

Our client is a leading innovator at the forefront of Precision and Preventative Medicine. Exclusively for the use of medical providers, the company creates patient-centric strategies with reproduceable clinical outcomes, that optimize hormones, extending healthspan and vitality for patients.

As the company embarks on the next chapter in its journey as a world class leader in Precision and Preventive Medicine, it has identified a need to augment its current leadership team. The company strongly desires someone who can communicate the business to its many and varied stakeholders. Our client is looking to hire a new Head of Digital Marketing to lead this critical aspect of their business.

### ***The Position***

Head of Digital Marketing is to transform the company's current marketing initiatives into a world class digital marketing platform to drive the overall success of the business. This will be done across multiple business lines to reinforce and provide consistent messaging for the company's focus of providing wellness solutions for healthy aging. The primary objective of this role will be supporting the development and achievement of the corporate sales and profit objectives.

### ***Reporting Relationships***

This position will report to the Chief Executive Officer and will manage a marketing team of 10+ reports including a Head of Analytics. The Head of Digital Marketing will serve as a member of the Corporate Executive Team and will interact throughout all functional areas of the organization. This individual will also represent the company to outside parties.

### ***Location***

Southwest United States

### ***Responsibilities***

- Develop, in conjunction with the marketing team, a unified and effective digital marketing strategy and platform. The company's digital experience should include all appropriate facets of digital marketing (i.e. Pay-Per-Click Advertising, Paid Search Advertising, Search Engine Optimization (SEO), Paid Social Media Advertising, Social Media Marketing, Conversion Rate Optimization (CRO), Content Marketing, Native Advertising, Email Marketing, Affiliate Marketing, e-Commerce, etc.).
- Must be able to analyze and interpret digital data to formulate future digital marketing strategy.
- Manage social media audits to ascertain effectiveness of digital media strategy and implementation with a strong eye toward return on investment (ROI).

- Provide direction to advertising agencies and consultants to supplement the development and support of digital marketing and other marketing programs.
- Implement, maintain and optimize seamless customer-centric brand messaging for the organization and its products and services across all digital platforms.
- Through a deep understanding of digital marketing trends and platforms, must be able to assess the strengths, weaknesses and applicability of each in relations to the company's business needs, and then appropriately leverage each for maximum success for the company's digital marketing needs.
- Optimize user digital experience, increase digital traffic and improve engagement throughout the company's marketing funnel leading to dramatically increased e-commerce sales.
- Develop and implement the company's marketing strategies to achieve business objectives in close coordination with the CEO and other executive team members. Strategic planning will focus on market penetration and growth initiatives.
- Define, develop and direct the annual marketing plan, while regularly interfacing with both the Vice President, Sales and the Chief Financial Officer to ensure the successful implementation of marketing plans.
- Provide input into annual sales and marketing budgets and long-term business plans. Support achievement of budgeted sales objectives.
- Establish positive working relationships and communications with all internal departments.
- Work with the CEO and other executive team members to identify and develop strategic alliances, potential acquisitions, communicate with medical providers and close/grow major customer accounts. Act as spokesperson for the company at industry events.
- Ability to develop, manage, lead and motivate a high-functioning marketing team. Continuously provide training and development opportunities to increase marketing expertise and capacity throughout the marketing organization.
- Contribute to company profit goals by continuously driving cost and process improvements and managing expense budgets.
- Develop and maintain key external professional relationships to facilitate marketplace awareness of new technology and market trends and awareness of market positioning and competitor strengths/weaknesses.
- Ensure all marketing activities strictly adhere to all regulatory requirements.

### ***Travel***

Limited business travel is expected for this role.

## ***The Candidate***

### ***Education***

B.S. in Business, Marketing or related degree (required). MBA or advanced degree (preferred).



### ***Professional Qualifications***

- Minimum of 10+ years of digital marketing experience.
- Very strong and cutting-edge knowledge of digital and social landscape and trends is critical, including but not limited to; Pay-Per-Click Advertising, Paid Search Advertising, Search Engine Optimization (SEO), Paid Social Media Advertising, Social Media Marketing, Conversion Rate Optimization (CRO), Content Marketing, Native Advertising, Email Marketing, Affiliate Marketing, e-Commerce, etc.
- Strong quantitative and data analytic skills to, among other tasks, assess and optimize digital marketing effectiveness. Some basic financial training would be viewed positively.
- Demonstrated direct people management experience and skills.
- Strong competency with use of technology in a marketing capacity.
- Past success and familiarity with working across multiple sales channels in both B2B and B2C settings.
- Some previous healthcare experience would be a positive. Technology and services industries experience would also be a plus.
- Sales and project management experience are both helpful.
- Strong managerial skills must be utilized to ensure that requirements are properly coordinated and provide the optimum sales and profit levels for the group.
- An understanding of the current key drivers and future trends in the industry.
- Ability to develop key industry and customer relationships.
- Possess strong relationships with and can manage vendors. This includes being adept at choosing between “make or buy” solutions.
- Highly effective team building and business skills.
- Creativity to develop account specific programs that are effective and value (not price) based.
- Effectively manage the resources and budget of the department to meet and exceed sales and profit targets.
- Ability to prioritize and juggle multiple (often competing) tasks at the same time.
- Proven ability to shape and develop a strong corporate culture.
- Ability to identify, grow and develop individual marketing team members.

### ***Personal Skills and Attributes***

- Aptitude for serving as the professional complement to a high-energy entrepreneurial style that focuses on scalability.
- Ability to build and maintain a diverse set of relationships with multiple types of people on the broader team—should have a non-siloed business focus.
- Open, informal, self-aware, agile, fast-paced, skilled, genuine and versatile leader who can influence without often resorting to authority.
- Must have a highly collaborative interpersonal style and be friendly, collegial and respectful.
- Fit with the casual and fun culture—must have a sense of humor yet still have “fire in the belly”.
- A hands-on person who is a metric driven decision maker.
- Considered to be a thought leader/strategic thinker and possess a high degree of intellect.
- Strong ability to listen coupled with a customer-service orientation.
- Views their business activities as not just a business, but as a mission.

- Learner interested in his/her own development.
- Demonstrated “business wisdom”. The ability to frame hypotheses based on experience, then reframe based on new data (as opposed to repeating a rigid formula from the past).
- Courage and decisiveness balanced with humility—must be a role model with low ego.
- Someone who views challenges as opportunities to be embraced rather than problems to be avoided.
- A high degree of personal integrity, ethics, transparency and honesty.
- An enjoyment of challenge and a desire to build a business.
- Leadership skills to translate a vision into specific strategies and objectives.

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**To learn more about this opportunity or provide a confidential referral, please contact:**

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