



Job Title: Email Marketing Manager

Division: Sales & Marketing

Your opportunity at EpiSource is to simplify healthcare!

Are you a rockstar marketer with hands-on email marketing experience? If so, EpiSource is looking for a results-oriented, driven individual to manage email marketing programs that will drive brand awareness, engagement, and retention. If you're analytical and metrics oriented with a desire to work for a dynamic and fast-growing healthcare company, this role may be for you.

Responsibilities:

- Full ownership of email marketing campaigns including planning, setup and execution using a marketing automation platform (Pardot) and CRM (Salesforce)
- Manage and segment our lead database to maintain data integrity, optimize targeting, and improve delivery and response rates
- Collaborate with various teams to create email template designs, call-to-actions, content, and subject lines that follow email best practices
- Provide tactical planning solutions for future workflows and strategy based on results (clicks, opens, site visits, page visits, return visits, conversions)
- Analyze and report on specific campaigns, objectives, results and KPIs highlighting success, trends and opportunities
- Ensure communication with our audience is excellent and in alignment with brand guidelines

Qualifications:

- BA/BS in Marketing/Communications/Business or equivalent relevant working experience
- 2-4 years of hands-on experience with email marketing automation
- Experience with Salesforce a big plus, Google analytics experience a plus
- Highly analytical with the ability to read data and make recommendations for future enhancements to our messaging and content
- Positive attitude with the ability to manage change, thrive in a fast-paced environment, deal with ambiguity, and prioritize multiple projects

If interested, please send your resume and cover letter to accountsupport@episource.com.



About EpiSource

EpiSource is a healthcare business services and technology company based in Los Angeles. We provide US health plans and other risk adjusting organizations with powerful data analytics, tools, and insights to help them better understand their data, drive interventions, and improve outcomes. Our solutions include risk adjustment and quality data analytics, encounter data analytics and submission, medical coding, and medical chart retrieval.

EpiSource is constantly striving to help its clients simplify the complex challenges of the healthcare industry with specialized services, and innovative technology. Our company has over 1,500 professionals with extensive experience in risk adjustment.

PHYSICAL REQUIREMENTS:

While performing the duties of this job, the employee is frequently required to stand; walk and sit. The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include color vision. Requires prolonged sitting, some bending, stooping and stretching, requires eye-hand coordination and manual dexterity sufficient to operate a keyboard, photocopier, telephone, calculator and other office equipment. Requires normal range of hearing and eyesight to record, prepare and communicate appropriate reports.

EEO POLICY STATEMENT:

EpiSource, LLC provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. EpiSource, LLC complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, and transfer, leaves of absence, compensation, and training.

EpiSource, LLC expressly prohibits any form of unlawful employee harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of EpiSource, LLC employees to perform their expected job duties is absolutely not tolerated.