



Leader, Growth & Performance Marketing

What Are We About

At Patina, we believe everyone should have the opportunity to live their best lives and age with dignity. That's why we're reinventing primary care with an approach that's purpose-built for older adults and their loved ones. Our innovative primary care model is centered around the needs of the individual, focused on the total aging and healthcare experience, and available in the convenience and comfort of home, through virtual and in-person visits. We enable our world-class team of clinicians and care team members with elegant, human-centered technology and tools, so they can spend more time doing what they do best: building trusted relationships and delivering great care.

Working at Patina is special. We respect each other, seek out and welcome others' perspectives, and push ourselves to grow and innovate so that we can deliver nothing short of exceptional experiences to those we serve. We balance humility with confidence, and we're looking for change-makers who bring the heart and audacity to help us **profoundly improve the healthcare and aging experience for older Americans.**

What Makes You Uniquely Suited to Work at Patina

To support our mission of profoundly improving the healthcare and aging experience for older adults, we need to find, develop and support the best people and organizational culture. Now that we have successfully launched in our first market (Philadelphia), we are focused on acquiring and serving Medicare Advantage patients (65+) and their loved ones, learning quickly so we can tune our clinical and operating model and effectively scale, and working as a team to deliver outcomes: delighted patients, improved quality and lower total cost of care.

As our **Leader of Growth & Performance Marketing**, you will be accountable for driving the engagement, conversion and acquisition of prospective patients, supporting brand development programs, and building and overseeing a scalable marketing operation. We're looking for a self-directed leader and accomplished modern marketer, who balances a strategic mindset with pragmatic roll-up-your-sleeves focus, tenacity and operational rigor. The ideal candidate will connect deeply with our purpose and be energized by the idea of joining an early-stage start-up, where you can build something from scratch and make a meaningful difference.

Reporting to the Chief Marketing Officer and working closely across internal teams, the Leader of Growth & Performance Marketing will oversee our integrated campaign strategy, execution, optimization, testing and analysis, and help us build and continually refine our marketing operation as we expand to new markets and payer customers. You bring proven experience

leading omnichannel marketing campaigns (B2C and B2B) and building marketing infrastructure, with proficiency in all aspects of digital marketing, content marketing, search, testing methodologies and marketing analytics.

What You Get to Do

The **Leader of Growth & Performance Marketing** will oversee business-to-consumer, business-to-business and marketing operations activities. You will develop integrated marketing plans to achieve our acquisition and brand development targets, and test aggressively to find the best ways to engage older adults and their loved ones, and achieve new patient acquisition targets. Among your key responsibilities:

- Develop and optimize target audience segments/personas based on research and ongoing learnings; identify data sources to make segments actionable
- Define, execute and measure integrated marketing plans and playbooks for patient acquisition and brand development programs
- Develop end-to-end multi-channel campaigns that find, attract and engage target audiences at all stages of their daily journeys
- Build and oversee Patina's marketing operations, focusing on best practices, standard processes/SLAs, and high-priority systems and tools to support lead generation, monitoring and reporting
- Implement lead scoring and qualification methodologies to ensure quality leads and drive conversions
- Establish an ongoing, rigorous "test and learn" cadence to benchmark and improve performance on an ongoing basis
- Evaluate, select and manage outside partners, including direct marketing and website agencies, marketing automation/CRM partners, copywriters, designers, etc.
- Develop robust KPIs and scorecards to monitor marketing performance and support our partners; drive continuous improvements and share post-campaign analyses and learnings
- Support project and budget management, and regularly report out on program health to stakeholders across the organization

What is Required

- Bachelor's degree in Business, Marketing or related field
- 7-10 years of demand generation, digital marketing and marketing operations experience
- Strategic leader who understands healthcare/value-based care market, consumer marketing and funnel dynamics
- Collaborative, results-oriented and comfortable operating in a fast-paced, dynamic environment
- Exceptional relationship building and influencing skills; the position requires a large degree of cross-functional collaboration and coordination
- Experience with paid, earned and owned media, and developing multi-channel programs

- Skilled with data and digital marketing analytics tools
- Excellent oral and written communication skills
- Ability to transform thinking from strategy into execution
- Understanding of what makes effective direct response creatives across a variety of formats, with a framework to keep adjusting and learning based on experimentation
- Ability to move fast and flexibly, juggling multiple projects with the trustworthiness to execute on schedule at high velocity and with attention to detail
- Strong self-awareness to openly share and receive feedback, and to never stop learning and improving
- Project development and management experience, including developing clear, compelling strategies, presentations and operational plans
- Experience with marketing automation, CRM and project management tools (e.g. Salesforce, Marketo, Hubspot, Go-to-Meet, Asana, Smartsheet, Miro, Confluence and others)

What Would be Great to Have

- Specific knowledge of the value-based provider/Medicare Advantage space
- Experience with our target audience: People 65+ and their families & loved ones
- Understanding of specific paid and sponsored activities to effectively reach key segments
- Worked in a start-up environment with rapid growth
- Certifications in Google Analytics, Hubspot or equivalent

What Patina Offers

- Amazing, mission-based culture, with a highly talented team of less than 50
- Remote work
- Medical, Dental, & Vision insurance
- Competitive PTO
- Compensation in cash and equity in a start-up backed by top-tier VCs
- An environment where you can learn, grow your skills, achieve financial wellness, and change the world

Patina is an equal opportunity employer and values diversity. We do not discriminate based on race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

For more information, please contact Talent at talent@patinahealth.com