

Director, Medicare Demand/Lead Generation

Position Title: Director, Medicare Demand/Lead Generation
Position Type: Full Time
Location: Arcadia, CA
Reports To: CEO

About Clever Care Health Plan

Clever Care Health Plan is a newly founded Medicare Advantage health plan, will serve Medicare beneficiaries in Southern California. Our employees are passionate in providing the best services to our members and healthcare providers partners. Two office locations are at Arcadia, Los Angeles county and Westminster, Orange county. To learn more, please visit CleverCareHealthPlan.com.

Job Summary

The Director of Medicare Demand/Lead Generation (Director) will strategize, implement, and execute all aspects of Clever Care's Medicare Lead Generation. The Director will lead Clever Care's digital marketing initiatives and build Clever Care's partnership and referral programs to generate Medicare sales lead. The Director is a key member of senior sales leadership team of Clever Care Health Plan and reports directly to the CEO. He/she will be working closely with VP of Sales and Director of Marketing to generate high-quality Medicare leads for our employed and independent sales team. Competitive compensation with medical & dental insurance benefit, 401k matching with immediate vesting, and generous PTO days.

Functions & Job Responsibilities

- Responsible for Clever Care's Medicare demand/lead generation and digital marketing strategy and execution.
- Responsible for Social Media marketing – define strategy and implement including original content generation, posts that stand out engaging animation, video, with CTA to drive quality traffic to website, increase followers and ultimately increase the awareness, consideration of Clever Care Health Plan. Constant analytics (what works vs. doesn't) to enable data driven adjustments.
- Build and execute marketing campaigns to drive end-to-end lead generation programs from campaign planning to campaign management including lead scoring, lead nurturing, automation, forms, connectors, landing pages, etc.
- Own and develop Marketing Operations around campaigns, including systems administration, workflow design and configuration, campaign cadence and launch, and full campaign analytics.

- Develop and run campaigns with explicit goals, metrics and executed schedule, additional ROI analysis where possible.
- Build repeatable marketing playbooks and systems that can be measured, constantly iterated and scaled.
- Develop collaborative partnerships across the organization to identify, launch and refine lead generation strategies.
- Collaboratively develop relevant messaging/content and effectively communicate.
- Gain market intelligence—be the expert on our prospects, members and brokers (i.e., understand who they are, how they buy and their key buying criteria.
- Provide analysis of data and develop dashboards and reporting to clearly communicate business performance metrics on a regular basis.
- Build and maintain a frictionless member/prospect experience.
- Create and develop lead generation partnerships with various outside organizations.
- Expand Clever Care’s referral program to generate a continual stream of steady prospects.
- Grow existing lead generation funnels by expanding channels, guiding content, and optimizing touch points.
- Develop strategies to assist sales’ lead generation.
- Optimize lead generation spend to maximize ROI while generating demanded volume.
- Report on lead generation funnel, marketing ROI, and lead scoring metric. Report on digital marketing campaigns across multiple channels including website, blog, email, social networks and search campaigns against weekly, monthly and quarterly marketing goals.
- Manage lead generation spend. Develop, prepare and recommend budget for customer acquisition cost.
- Proactively engage with the sales team to coordinate, communicate, and optimize the impact of marketing activities on sales engagement and deal completion
- Identify opportunities to improve marketing effectiveness through better audience segmentation, marketing techniques, and processes.
- Build and maintain Clever Care’s lead generation database.
- Collaborate on web content and landing pages as it relates to CRM enrichment and automated lead flows to ensure escalation of sales-ready prospects to Clever Care’s sales agents.
- Negotiate with vendors and contractors.
- Collaborate with VP of Sales and Director of Marketing in to generate sales leads for our employed and independent sales agents.
- Other duties/tasks as assigned by CEO.

Qualifications

Education & Experience:

- Bachelor degree is required. Master degree is preferred.

- At least 5 years of hands-on sales lead generation with proven track record of exceeding sales quotas.
- At least 3 years of experience in Medicare Advantage sales.
- Expert knowledge of leading CRM system (Salesforce or other competing system), Marketing Automation (HubSpot/Pardot/etc.), Analytics (Google), BI (Looker), Content Management (Path Factory or other competing system), Conversions (Instapage/Wordpress/other landing page builder), Google Optimize (or other A/B testing tool), Drift (or similar conversational marketing tool), etc.
- Experience managing content pipelines and SEO optimization A/B and multivariate testing of content and creative to optimize digital advertising, landing page, and email content for maximum conversion rates.
- Proven experience in setting, monitoring, and exceeding lead generation performance metrics.
- Exposure to value based selling methodologies is a plus.

Skills:

- Strong understanding of Medicare Advantage products.
- Excellent digital marketing knowledge (SEM, SEO, Email marketing, Web UX, partner marketing, retargeting, Google Ads, LinkedIn, etc.)
- Very strong understanding of marketing insights derived from attribution models, customer database mining, and other sources of customer insight Improve and maximize Salesforce automation Expertise with marketing automation platforms (eg Pardot, HubSpot, Marketo) used to generate traffic, convert visitors into leads, and nurture them into converted customers using dynamic workflows.
- Strong quantitative and analytic background.
- ROI-focused, solutions-oriented, process-driven closer.
- Sensitivity to prospect's and broker's needs.
- Highly attentive to detail and a commitment to accuracy in all reporting.
- Highly analytical with the ability to uncover marketing insights from attribution models, customer database analysis, historical data, funnel reporting, and other sources of customer insight.
- An innate desire to test and iterate to continually optimize performance.
- Ability to thrive in a fast pace, ambiguous environment with a lean, collaborative team.
- Exceptional communication and collaboration skills, both at the executive level and with cross-functional peers.

What's in it for you?

1. A competitive compensation and benefits program.
2. Generous paid-time-off (PTO).
3. Ten paid holidays per year.

4. Excellent 401k saving plan, employer provides up to 4% match and employer contribution match is 100% immediately vested.
5. A work-life balance and much more!

Please email your resume directly to hr@ccmapd.com

Clever Care Health Plan Inc. is an equal opportunity employer and it is our policy to abide by all federal, state, and local laws prohibiting employment discrimination. All qualified applicants will receive consideration for employment.