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[CalaHealth.com](http://CalaHealth.com)

## Sr. Manager, Digital Marketing

### About Cala Health

Cala Health is a bioelectronic medicine company transforming the standard of care for chronic disease. The company's wearable neuromodulation therapies merge innovations in neuroscience and technology to deliver individualized peripheral nerve stimulation. The first indication for Cala Health's wearable therapy is essential tremor, a disease experienced by more than seven million people and characterized by severe hand tremors. New therapies are under development in neurology, cardiology and psychiatry. The company is headquartered in the San Francisco Bay Area and backed by leading investors in both healthcare and technology. If you are passionate about healthcare and want to join a dynamic team of committed professionals, please consider this opportunity.

### The Opportunity

Cala Health is seeking a Sr. Manager, Digital Marketing to join our growing team. This individual will be responsible for the digital marketing strategy and execution of all tactics in support of the overall marketing goals. This includes the maintenance, optimization, analytics of Cala Health's websites, social media, digital advertising, and demand generation programs to increase brand awareness and preference, generate qualified leads and deepen customer engagement.

Specific responsibilities include:

- Manage all online marketing channels including paid search, paid social, social media and email campaigns, while adhering to Cala Health's digital brand standards.
- Maintain web sites, execute digital marketing campaigns, and improve our performance informed by web analytics
- Manage all of Cala Health's digital-marketing activities including eDetailing, paid and earned search, SEO/SEM, advertising and online promotions.
- Champion the patient marketing strategy and support the development, execution and optimization of related tactics. Build and nurture target consumer social media community.
- Manage e-mail marketing programs using marketing automation tools (Constant Contact)
- Effective management of agencies and vendors as appropriate.
- Ensure digital design is optimized for brand, viewership, impact, web development, etc.



- Identify opportunities for applying new technologies, plug-ins, gaining efficiencies across systems, digital services to online campaigns. Complete projects and tasks in a timely manner consistent with corporate objectives.
- Support company goals and objectives, policies and procedures, Good Manufacturing Practices, and FDA regulations.
- Contribute to the high-performing culture within the marketing department.

### Desired Skills and Experience

- Bachelor's degree in marketing, communications, journalism or related field.
- Excellent communication skills both orally and written with a minimum of five years of digital marketing experience.
- Experience with Google Analytics, FB Ads Manager, Sugar CRM, Constant Contact, Social Studio, WordPress, site plug-ins, other social and marketing platforms.
- Experience in AWS, website management/basic HTML/content management systems.
- Proven track record of executing multifaceted, digitally driven campaigns.
- Ability to leverage data to optimize marketing programs.
- Portfolio demonstrating work, analytics and metrics will be required as part of the interview process.
- Strong digital design, content marketing, and verbal communication skills required. Superior attention to details.
- Ability to prioritize and multitask.
- Must have a high degree of creativity to find new, compelling ways to reach and communicate to customers.
- Understanding of user-design, graphic design and interface principles, responsive and mobile design.

Cala Health offers a competitive compensation and benefits program as well as a progressive work environment. We are an equal opportunity employer. If you or someone you know might be interested in this position, please submit a resume & an introductory email to [careers@calahealth.com](mailto:careers@calahealth.com). More information about Cala Health can be found at [www.calahealth.com](http://www.calahealth.com)

