

Career Description

Position Title: **Consumer Marketing Manager**

Position Summary

The marketing team at American Well is growing. The Consumer Marketing Manager will be responsible for helping to create, manage and execute B2C marketing programs in partnership with our customers. This will include planning, executing, and analyzing campaigns that reach consumers through employer groups, with provider groups, and directly across all available online and off-line channels. The role will also include client management duties with frequent presentations to external audiences.

Skills

5 years of multi-channel marketing experience, with a proven track record of results. Healthcare industry expertise strongly preferred, in sectors such as: healthcare IT (e.g. EMRs, practice management), health plans, delivery networks, pharma, and/or medical devices. Clinical backgrounds (RN, MD) also welcomed. Must be a self starter, enjoy a fast-paced environment and have a desire to work in a changing environment.

About American Well

American Well™ has created an Online Care system that allows consumers to connect with physicians immediately, whenever they have a health need, from their homes or offices. The innovation uses advanced Web-based technologies and telephony to remove traditional barriers to healthcare access, including insurance coverage, geography, mobility and time constraints. Online Care is growing rapidly and is offered by several of the nation's leading health plans and its largest non-profit delivery network. American Well was recently [named among the ten most innovative companies in healthcare](#) by Fast Company Magazine.

See us at www.americanwell.com

Our Team

American Well Inc. is located in the heart of Boston's financial district. We are growing rapidly and hiring talented, energetic people with a proven track record. If you are excited about working with innovative, passionate, and incredibly smart people, we invite you to join us.