

Digital Marketing & Analytics Associate

American Well, a national leader in the rapidly growing field of telehealth, seeks a highly motivated and professional Digital Marketing & Analytics Associate. We partner with the top health systems, health plans, employers, and digital health companies to deliver video doctor visits over mobile and web. We are changing the way healthcare is delivered by enabling every doctor to use telehealth with their patients, making care more accessible, affordable and convenient. Our goal is to bring care home.

Brief Overview:

The Digital Marketing & Analytics Associate will play a critical role in our analytics and tag management implementations, ongoing utilization reporting, and execution and reporting for large-scale, direct-response paid user acquisition campaigns. You'll have a major, tangible impact on the growth of our consumer business and the resources and support to develop and manage top-performing marketing campaigns. Specifically, the Digital Marketing & Analytics Associate will:

Core Responsibilities:

- Manage execution and reporting for paid user acquisition campaigns across multiple advertising platforms (Search, Social, Affiliate, Display, Influencers, Direct Mail, etc.) to drive enrollment and visit growth, at scale and at cost. You will manage significant monthly budgets and high volume traffic.
- Manage analytics and tag management systems, including Google Analytics Premium, Google Tag Manager and TUNE/HasOffers.
- Train stakeholders in use of analytics and tag management, including internal and client product management, marketing and business teams.
- Manage ongoing reporting on utilization of our telehealth products, including our direct-to-consumer and white-labeled enterprise offerings.
- Work closely with the American Well client marketing team to sell and deliver paid client campaigns.
- Continually optimize paid campaigns working with vendor partners, test new platforms and ad networks, and relentlessly test and iterate on creatives, copy, keywords and bids/budgets.
- Establish and support the reporting of all campaigns in dashboards or Analytics platforms to track campaign performance, including Amwell and enterprise clients – and across web, iOS apps and Android apps.

Qualifications:

- BS in a quantitative field such as Statistics, Economics, Mathematics, Finance, Engineering, Sciences.
- 2+ years in a quantitative business role, preferably in a consumer-oriented company
- Ideally, 1 year managing user acquisition campaigns for another sophisticated mobile-first app or business
- Must have experience working with Google Analytics and Google Tag Manager, at scale
- Must have experience with advanced Excel use, including pivot tables and vlookups
- Excellent interpersonal and communication skills, including presentations, verbal and written

- Bias for action and ability to get things done
- Technical knowledge of marketing tracking (from implementation to reporting) is a plus
- Experience interacting and managing B2B client relationships is a plus
- Experience with the healthcare industry, including HIPAA compliance, is a plus

Your Team:

Should you join American Well and the Marketing team, you can expect:

The marketing team is a collaborative, data-driven and creative team comprised of; corporate communications, corporate marketing, client marketing, and consumer marketing. Because American Well is the leader in a fast-growing industry, we have the dual opportunity and challenge of building our brand while we simultaneously educate and excite people about telemedicine. We are the company's – and our clients – go-to marketing agency. We're responsible for company branding and promotion, customer utilization and success, prospect and product marketing, as well as supporting client retention and business development through outreach, strategy, content, and events.

Working at American Well

American Well is changing how care is delivered through online and mobile technology. We make online doctor visits accessible to everyone for one-off care issues like colds or infections, and chronic condition management, such as diabetes or depression. We make the hard work of healthcare look easy and that requires a mission-driven mentality. We're a "go getter" culture that pride itself on smarts, initiative, creative thinking, and a strong work ethic.

Our corporate headquarters are located in downtown Boston at 75 State Street –in the heart of the city. In addition to the opportunity to build the future of healthcare technology and a great location, we offer:

- Three weeks of vacation time
- 401K match
- Competitive healthcare, dental and vision insurance plans
- Free gym access – on-site
- Drop-off/pick up dry cleaning service
- Prime office space with views overlooking all of Boston
- Complimentary snacks and drinks