



Strategic Marketing Manager – New York, NY

Are you passionate about improving health and health care? Do you want to wake up every day and make a difference? Then join our growing team to solve health care's most challenging problems. VAL Health is actively hiring for a Strategic Marketing Manager.

VAL Health is the leading health-related behavioral economics consulting firm with a true mission: help millions of people improve their health and lower the cost of healthcare. Founded by the preeminent figures in the field of behavioral economics, VAL Health uniquely marries evidence-based research with real-world experience to develop behavior change solutions that measurably improve health and increase engagement. Our client's results speak for themselves: 3x smoking cessation rates, 6x increase in digital portal usage and 10x increase in telehealth adoption.

As the Strategic Marketing Manager, you will develop, implement and execute the VAL Health strategic marketing plan to grow our organization, and actively engage with clients as an extension of our consulting teams. With a focus on creating thought-leadership, you will be specifically responsible to create marketing content, craft corporate marketing materials, identify and pursue speaking engagements at leading industry events, and manage all aspects of digital marketing and social media. You will also contribute to select client engagements. This position demands a wide degree of creativity and operates with great autonomy, while reporting directly to the President and regularly interacting with senior team members and the VAL Health Scientific Advisory Board.

The Strategic Marketing Manager position is located in New York City with competitive compensation and equity, and opportunities for rapid career advancement. We work together in a casual environment and provide healthy snacks. Please send cover letter and resume to careers@valhealth.com.

MINIMUM REQUIREMENTS:

Our ideal candidate thrives in a fast-paced, entrepreneurial environment with a background that includes knowledge of health and health care and experience with consulting.

- Bachelor's degree required from leading academic institution
- 4 - 8 years marketing experience with a track record of taking ownership and driving results
- Experience in the professional services industry is preferred
- Proven initiator with the ability to collaborate
- Strong problem solver
- Demonstrated excellence in verbal and written communications
- Passion for health and wellness is a bonus