

Marketing Specialist

Opportunity

Cambian is at the forefront of digital health information solutions, providing innovative healthcare applications that empower healthcare organizations, application vendors, and academic institutions to enhance access to care, streamline care delivery, engage individuals in their care, and gather essential data. Our mission is to facilitate self-management and improve care coordination through increased interoperability. We are committed to driving positive change in the healthcare industry, and we're looking for a talented Marketing Specialist to join our team and help us fulfill our mission.

Role: Marketing Specialist

As a Marketing Specialist at Cambian, you will play a vital role in developing and executing marketing strategies to promote our innovative healthcare applications. Working closely with cross-functional teams, you will identify target markets, craft compelling messaging and content, and execute campaigns to drive customer acquisition and retention. This role presents an exciting opportunity to contribute to our mission of enabling self-management and enhancing care coordination through improved interoperability.

Responsibilities

- Develop and execute marketing strategies to promote Cambian's innovative healthcare applications, targeting healthcare organizations, application vendors, and academic institutions.
- Create compelling messaging, content, and collateral to effectively communicate the value proposition of our solutions to target audiences.
- Collaborate with product management and sales teams to understand market trends, customer needs, and the competitive landscape, incorporating insights into marketing strategies.
- Plan and execute multi-channel marketing campaigns, including email marketing, social media marketing, content marketing, webinars, and events, to drive awareness, engagement, and lead generation.
- Manage digital marketing channels, including website, blog, and social media platforms, to enhance brand visibility and attract target audiences.
- Analyze marketing performance metrics and KPIs, such as website traffic, engagement, conversion rates, and ROI, and optimize marketing strategies based on insights.
- Coordinate with external agencies, vendors, and partners to support marketing initiatives and campaigns as needed.
- Stay up-to-date with industry trends, emerging technologies, and healthcare regulations to inform marketing strategies and ensure compliance.
- Collaborate with internal stakeholders to develop marketing materials, presentations, and sales tools to support customer engagement and enablement.

Qualifications

- Bachelor's degree in marketing, communications, business, or a related field.
- 3+ years of experience in marketing, with a focus on technology, healthcare, or related industries.
- Strong understanding of the healthcare industry and digital health solutions.
- Experience developing and executing marketing strategies and campaigns across multiple channels.
- Excellent communication and writing skills, with the ability to create compelling messaging and content.
- Proficiency in marketing automation platforms, CRM systems, and analytics tools.
- Ability to work effectively in a fast-paced, dynamic environment, managing multiple projects and priorities simultaneously.
- Strong analytical and problem-solving skills, with a data-driven approach to decision-making.
- Team player with excellent interpersonal skills and the ability to collaborate effectively with cross-functional teams.

Additional Desired Qualifications

- Knowledge of the Canadian healthcare market.
- Experience working with channel partners that are active in the healthcare market.

Flexible Remote Work

Cambian's head office is in Surrey, BC. Since the COVID-19 pandemic we have encouraged team members to work from home. We have continued this practice and many team members work virtually while others enjoy the flexibility and advantages of a hybrid model. Candidates will require a computer at home and the ability to communicate regularly via web conferencing platforms. Most team members are working in the Pacific Time Zone, but others are based in the Mountain Time Zone or the Eastern Time Zone.

About Us

Cambian is a digital health information solutions provider. Leading healthcare organizations, application vendors, and academic institutions use Cambian solutions to improve access to care, streamline care delivery, engage individuals in their care, and gather essential data. Cambian's digital health platform provides Fast Healthcare Interoperability Resources (FHIR) data management and data exchange capabilities, with application and management frameworks (SMART on FHIR) that work on top of a Clinical Data Repository (CDR). Cambian's distributed architecture, standards-based approach, and integration tools enable better interoperability, reduced costs, and enhanced workflow. Cambian is a globally recognized expert in assessment tools, person-centred best practices, team-based care, and integration of clinical and administrative systems. Cambian has over two decades of experience designing and developing healthcare information technology applications for customers and partners in Canada and internationally. The company has earned its reputation as a trusted technology partner by consistently delivering excellent solutions via a collaborative approach, engaging



stakeholders in continuous improvement to achieve success. Cambian was founded in 2000 and is based in Surrey, BC.

How to Apply

If you are interested in this opportunity, please send your resume to jobs@cambian.com.

Shortlisted candidates will be invited to an interview, and we may ask you for a copy of your transcripts, examples of your work, and references.

For additional information on career opportunities at Cambian, please visit:

<http://cambian.com/careers/>