



## VICE PRESIDENT OF MARKETING & PR

The Vice President of Marketing & PR's primary responsibility is leading organizational marketing strategy and a growing international marketing and PR team. Focused towards Dele's US and European markets, the VP of Marketing and PR will own Dele's marketing and communication functions, building brand and positioning at the top of the funnel, and conversion for our high performing sales team at the bottom. Dele Health Tech is a dynamic, fast-growing technology company making a tangible, life-saving difference in the lives of those at risk of falls.

### RESPONSIBILITIES INCLUDE:

- **Organizational Marketing Strategy**

Setting a clear agenda and plan for marketing and communication activities that empower Dele to reach its commercial goals by operationalizing a high-performing team and suite of external partners to bring the strategy into organization

- **Brand and Position**

Taking concrete steps to establish a unique and valuable market position for Dele, including developing a powerful, memorable brand identity that cascades down into all marketing and sales materials

- **Lead Generation**

Capture Interest in our solution for the purpose of developing a sales pipeline, allowing for nurturing campaigns until interest arises

- **Event Strategy and Delivery**

Assessing and prioritizing relevant events within healthcare and securing Dele optimal exposure, lead gen, and conversion via exceptional event delivery

- **Content**

Leading the planning and execution of a holistic multi-channel content plan that engages, inspires, and converts, in collaboration with marketing, Gerontology, Tech and C-level colleagues

- **Web:**

Owning the organization's web presence, and developing it in conjunction with external partners so that it consistently achieves brand and conversion metrics



## RESPONSIBILITIES CONTINUED

- **Public Relations / Analyst Relations:**

Acting as the first point of contact for inbound press, and being proactive in seeking outbound opportunities. Being the internal counsel for CCO, CTO and CEO press and AR initiatives, in collaboration with agency partners

- **Localization**

Unifying and finding efficiencies between marketing and comms activity in the US and European markets. Being the connection point for all intercontinental/joint marketing programs, including seeking maximum re-use and efficiency of resource use

- **Partner Marketing:**

Identifying and bringing to life opportunities to derive marketing and brand value from Dele's network of partners

## CORE SKILLS & ATTRIBUTES REQUIRED:

- A proven, versatile leader who can operate and influence at all levels
- Highly adept and experienced within Digital, Content, Event delivery and more
- Skilled at leading multi-faceted marketing projects
- Articulate, credible, and with exceptional editorial judgement
- Digitally fluent, with demonstrated experience leading successful web initiatives
- Accomplished within project and vendor management
- Internationally experienced, or familiar with markets in addition to the US
- Analytical, and able to be data-driven in decision making
- Demonstrated experience working in fast-moving, growing companies
- Able to shift from strategic to operational-level planning and execution, as required



## QUALIFICATIONS:

- 7 years of relevant experience, preferably within the healthcare tech space /senior living industry
- Proven record of success in tech startup environments
- Working knowledge of Google platform, MS Office, CRM, BRM and PRM tools
- Ability to work autonomously and collectively to achieve organizational goals and objectives
- Critical thinker
- Solution oriented and able to manage multiple projects simultaneously
- Excellent listening and execution skills
- Strong management, interpersonal, and communication skills
- Bachelor's degree, Master's preferred and relevant experience

Preferred geographical location: Chicagoland, US.

Competitive compensation, complete benefits including health insurance, 401(k) and generous PTO, and flexible/remote office support are all standard at Dele. Rewarding work, amazing colleagues and exposure to the early-stages of an exciting tech journey are the bonus.

Diversity and equal opportunity are a core part of our DNA. All applicants are welcome.

### **How to apply**

Please submit your application via LinkedIn.

