

## ABOUT US

Red Cell Partners is an incubation firm building rapidly-scalable technology-led companies that are bringing revolutionary advancements to market in healthcare and national security. United by a shared sense of duty and deep belief in the power of innovation, Red Cell is developing powerful tools and solutions to address our Nation's most pressing problems.

## WE ARE HIRING A

# MARKETING & COMMUNICATIONS MANAGER

Red Cell is looking to hire an experienced marketing and communications professional to work across the portfolio. The Marketing & Communications Manager will be responsible for implementing new and innovative ways to drive growth and engagement across Red Cell, Red Cell Incubations', and Red Cell Portfolio Companies' current channels as well as test and expand growth in new channels. The successful candidate will be a creative storyteller with a strong background in digital marketing who can develop content that conforms to digital best practices without sacrificing accurate messaging or creative standards. The ideal candidate will leverage social media and other communications channels to drive brand awareness, position the firm and our incubations as thought leaders, and build influential and collaborative relationships with new and existing partners and followers. This position requires creativity, research, improvisation, organization, and communication at a high level as well as the ability to grasp current trends in healthcare, national security, big data, and digital technology. The position will report to the Chief Marketing + Communications Officer and will work collaboratively and cross-functionally with the broader team to manage a consistent, informed, and differentiated strategy that generates substantive and engaging content.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Work hand-in-hand with the CMO/CCO on Red Cell marketing and communications implementation and on Red Cell Incubation's stand up and go-to-market strategy
- Design and implement social media strategy across channels (LinkedIn, Twitter, YouTube, Facebook/Instagram, etc.) to align with business goals and best practices

- Strategize, develop, and draft small and large-scale communications initiatives to various audiences (internal, investors and stakeholders, and external to press + media)
- Set priorities for creative and content development to position Red Cell and Red Cell incubations as innovative thought leaders in their space
- Establish a differentiated and knowledgeable voice for each Red Cell brand that is consistent across channels and helps grow social followings and increase engagement
- Optimize and refine communications and social media strategy by identifying new tactics, channels, and distribution opportunities to connect with qualified audiences
- Identify relevant trends to incorporate into communications + social media campaigns and devise creative strategies to disseminate content
- Partner with key stakeholders to develop and build informative and engaging content franchises
- Collaborate with science, engineering, platform, and business teams to curate, write, and produce relevant and engaging content
- Collaborate with marketing and operations teams to ensure brand consistency and cross-channel alignment
- Plan and curate all social media content, including managing editorial calendars for all owned social media accounts
- Manage consistent posting on Red Cell, Zephyr, and Red Cell Incubations' owned social media channels
- Ensure the Red Cell, Zephyr, and Red Cell Incubations' websites are up to date
- Draft press releases and manage approvals processes
- Oversee community management of social media conversations (both proactive and reactive)
- Drive employee advocacy and engagement across channels
- Engage in active social listening (including monitoring hashtags and branded keywords, detecting brand safety issues, managing social media crises, and identifying real-time marketing opportunities)
- Engage with trending topics
- Bring employee stories to life through social media
- Maintain a high standard of quality across all social media channels, including copy, design, tagging, etc. — and ensure copy is error-free
- Ensure social content aligns to our style guides and ties back to our brand messaging
- Project manage agency, freelance, and in-house creative teams
- Create social media measurement dashboards and reports that highlight performance metrics and key outcomes

- Analyze data and insights to improve future content and campaigns. Understand what's working and what's not - and adapt

## QUALIFICATIONS:

- Comprehensive understanding of and fluency in all relevant social media platforms, especially Twitter, LinkedIn, YouTube, and Facebook/Instagram
- 4+ years of relevant experience in communications, content creation, social media management, and/or strategy, ideally with experience in healthcare, engineering, or technology related fields
- Excellent written and verbal communication skills
- Experience writing for different media channels– including press, social media, blogs, websites, and email
- Excellent grammar skills. You know the rules and when (and how) to break them
- Strong critical thinking, analytic, and problem-solving skills
- Ability to learn and process new concepts quickly
- Demonstrated experience distilling complex topics into simple, engaging, and impactful copy
- Familiarity with the U.S healthcare system and the healthcare technology industry and the trends that shape them
- Track-record of staying on top of digital industry trends including new platforms/media, what competitors are doing, and current and emerging tactics & techniques
- Ability to work independently and assume responsibility
- Flexibility, reliability, and meticulous attention to detail
- Ability to successfully manage multiple projects and meet deadlines in a fast-paced, remote-first environment
- Proven ability to work collaboratively in cross-functional teams and to manage upward communication across multiple stakeholders
- Advanced knowledge of Microsoft Office (including Excel, Word, and PowerPoint)
- Knowledge of SEO, keyword research, and Google Analytics
- Experience with a social media management tool, such as Sprinklr, Sprout Social, or other
- Proven formulas for effective measurement and reporting of social media results
- Respect for the Oxford Comma
- A Bachelor's degree (B.S.) or equivalent

## BENEFITS

- Remote-First Work Policy
- Unlimited PTO
- Employer paid Medical/Dental/Vision Plan
- Employer paid Life and AD&D Plan
- Personal development budget for employees
- Great culture!

We're an Equal Opportunity Employer: You'll receive consideration for employment without regard to race, sex, color, religion, sexual orientation, gender identity, national origin, protected veteran status, or on the basis of disability.