

Marketing Manager/Marketing Director

ECLAT Health Solutions

Location: Remote or Hybrid in Atlanta, GA

Employment Type: Full-Time | Mid-Senior-Level

ECLAT Health Solutions is seeking a **hands-on, execution-focused Marketing Director** to lead our outbound marketing engine and partner closely with Product and Sales to drive go-to-market execution, sales enablement, and brand growth. This role is ideal for someone who thrives in a fast-paced environment, enjoys building systems and content from the ground up, and isn't afraid to roll up their sleeves.

You'll manage and support a growing team while personally owning key deliverables across campaigns, content, proposals, and GTM initiatives. If you're someone who likes to do the work as much as you like guiding the work, this role will feel like home.

What You'll Do:

Outbound & Demand Generation

- Lead and mentor our outbound and lead-generation marketing team.
- Build targeted outreach sequences, messaging frameworks, and multi-touch campaigns.
- Develop audience-specific GTM plays for HIM, RCM, CFO, and provider leadership personas.
- Monitor performance analytics, optimize conversion rates, and strengthen pipeline impact.

GTM & Cross-Functional Alignment

- Work closely with **Product** on launches, positioning, competitive insights, and messaging.
- Partner with **Product** to create enablement tools—decks, capability statements, one-pagers, battle cards, and talking points.
- Support RFP/RFI responses with consistent, polished language and reusable content libraries.

Content Development & Brand Storytelling

- Write and produce high-quality content: case studies, blogs, white papers, brochures, email campaigns, and landing pages.
- Translate complex revenue cycle concepts into clear, compelling value statements.
- Maintain strong brand consistency across all internal and external communications.

Digital Marketing & Analytics

- Oversee web content updates, SEO direction, paid campaign strategy, and digital performance tracking.
- Use data insights to shape content direction, improve engagement, and refine lead-gen strategies.
- Manage dashboards and regular performance reporting.

Events, Conferences & Market Visibility

- Lead conference strategy, booth design, collateral development, and event promotion.
- Drive post-event follow-up campaigns and align messaging with sales pipeline goals.
- Highlight company wins, expansions, client success stories, and industry insights across channels.
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What We're Looking For:

- 6+ years of marketing experience in **healthcare, RCM, HIM, SaaS, B2B services**, or similar.
- Demonstrated success managing **outbound or demand-gen teams**.
- Strong writing skills and the ability to simplify technical information.
- Experience creating sales enablement materials for enterprise or complex sales cycles.
- Proficiency with HubSpot, Salesforce, analytics tools, Canva/PowerPoint, and marketing automation.
- Ability to balance multiple projects, meet deadlines, and adapt quickly as priorities shift.
- A leadership style grounded in collaboration, clarity, and willingness to get hands-on.

Why Join ECLAT

- Impactful, high-visibility role contributing directly to growth.
- Work at the intersection of **marketing, sales, product, and revenue cycle operations**.
- Freedom to build new processes and shape our GTM foundation.
- Supportive leadership team, strong mission, and growing market presence.
- Competitive compensation package and hybrid work flexibility.

If you're a marketer who loves driving momentum, building clean content, empowering sales, and leading teams while still executing at a high level, we'd love to hear from you.

Apply today and help lead the next stage of ECLAT's growth.