

# Marketing manager

G2 Startup Advisors is partnering with a high-growth healthcare technology company, Healthmonix, to hire a Marketing manager to lead and scale their marketing function during a pivotal stage of growth.

## About the company

Healthmonix is a leading value-based care analytics and quality performance platform serving ACOs, health systems, and large physician groups. Their Healthmonix Prism™ platform enables organizations to manage contract performance, reduce financial risk, and succeed across CMS and commercial programs.

As the company evolves from a CMS-qualified MIPS registry into a broader value-based care success platform, marketing is central to this transformation.

## The opportunity

This is a high-impact, hands-on leadership role for a marketer who wants to own strategy and execution. You'll drive pipeline, shape brand positioning, and build the marketing engine that fuels the company's next phase of growth.

This is not a manage-from-a-distance role — this is for someone who wants to build, execute, and lead from the front.

## What you'll own

- End-to-end marketing strategy and execution aligned to aggressive growth goals
- Demand generation and ABM programs targeting healthcare executives and operators
- Full ownership of HubSpot architecture, data integrity, and reporting
- Creation of high-impact content (executive briefs, ROI models, whitepapers)
- Marketing performance tracking tied directly to pipeline and revenue outcomes

- Management and development of a lean, high-performing team

## Why this role is different

### True ownership

You are the marketing leader, not a layer in a large org.

### Visible impact

Direct connection to pipeline, revenue, and company strategy.

### AI-forward environment

Use modern tools and LLMs to scale output and impact.

### Growth trajectory

Step into leadership at a company actively repositioning in the market.

## What we're looking for

- 6-8+ years of B2B marketing experience (healthcare or health tech strongly preferred)
- Deep, hands-on experience with HubSpot (non-negotiable)
- Proven ability to create high-quality written content independently
- Experience with ABM, paid acquisition (Google/LinkedIn), and pipeline generation
- Strong grasp of how to leverage AI tools to accelerate marketing output
- A builder mindset — someone who thrives in a lean, high-accountability environment

### Success in this role looks like

- Driving meaningful, measurable pipeline growth
- Building a clean, reliable marketing data infrastructure
- Establishing Healthmonix as a credible, differentiated voice in value-based care
- Creating alignment between Marketing, Sales, and Customer Success