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Job Description: Digital Marketing Manager Cala Health, Inc.

About Cala Health

Cala Health is a bioelectronic medicine company transforming the standard of care for chronic disease. The company's wearable neuromodulation therapies merge innovations in neuroscience and technology to deliver individualized peripheral nerve stimulation, and its vertically integrated commercial model is reshaping the delivery of prescription therapies. Cala Health's lead product, Cala Trio™, is the only non-invasive prescription therapy for essential tremor. New therapies are under development in neurology, cardiology, and psychiatry. Cala Health is headquartered in the San Francisco Bay Area and backed by leading investors in both healthcare and technology. For more information, visit CalaHealth.com.

The Opportunity

Cala Health is seeking a Digital Marketing Manager to join our growing team. The role will be responsible for championing the digital marketing strategy and execution of the tactics in support of the marketing goals.

Specific Responsibilities also include:

Plan and execute multi-platform digital marketing strategy incorporating SEO/SEM, direct consumer touchpoints, email marketing, social media, and online advertising campaigns

- Collaborate with Product and Digital leadership team to incorporate business objectives and revenue goals into the overall departmental strategy development process.
- Measures & reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs) and drives continuous learning using A/B testing, conversion tests.
- Leverage Customer Journey focused analytics to evaluate end-to-end user experience, optimize customer touch points.
- Plan, execute and instrument inbound channels, conversion points and optimize user funnels to realize business goals
- Act as Cala's digital brand guardian and collaborate with our page designers, developers, content manager on the scope and direction of content creation and delivery
- Develop creative/project briefs for the internal teams and agencies
- Foster the culture of continuous learning and innovation by identifying opportunities to apply innovative new technologies, digital products and services to digital marketing.
- Delivery of projects and tasks in a timely manner consistent with objectives.
- Contribute to the high-performing culture within the marketing department.
- Oversee agencies, Business vendors, paid media advertising campaigns and content promotion strategies

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Desired Skills and Experience

- Bachelor's degree in marketing, communications, journalism or related field.
- Minimum 5 years' experience in digital marketing
- Excellent communication skills both oral and written
- Experience with Google Analytics, Google Tag Manager, Google Ads, Facebook Business Manager, Google Tag Manager, HubSpot, WordPress, website management, basic HTML/content management, Segmentation and attribution using digital tools.
- Proven track record of executing multifaceted, digitally driven campaigns.
- Strong analytical and reporting skills.
- Ability to prioritize and multitask.
- Must have a high degree of creativity to find new, compelling ways to reach and communicate to customers.
- Understanding of design thinking, user centric design, graphic design and interface principles and responsive and mobile design.
- Prior experience of translation and localization of global websites, working closely with multiple cross-functional teams to ensure accuracy and quality of localized content is a plus.

Cala Health believes our success is based on diversity of people, teams and thinking. We offer all employees the tools, training and mentoring they need to succeed. Our selection process is driven by the key requirements for the role rather than bias or discrimination on the basis of a candidate's sex, gender identity, age, marital status, veteran status, non-job-related disability/handicap or medical condition, family status, sexual orientation, religion, color, ethnicity, race or any other legally protected classification.

If you or someone you know might be interested in this position, please submit a resume & an introductory email to careers@CalaHealth.com.

