

Digital Marketing & Analytics Associate

American Well, a world leader in telehealth solutions, is seeking an analytical and scrappy marketer to join our growing digital marketing team.

As a Digital Marketing and Analytics Associate, you'll be responsible for our analytics and tag management implementations, ongoing utilization reporting, and execution and reporting for large-scale, direct-response paid user acquisition campaigns. You'll have a major, tangible impact on the growth of our consumer business and the resources and support to develop and manage top-performing marketing campaigns.

In this role, you will:

- Manage execution and reporting for paid user acquisition campaigns across multiple advertising platforms (Search, Social, Affiliate, Display, Influencers, Direct Mail, etc.) to drive enrollment and visit growth, at scale and at cost. You will manage significant monthly budgets and high volume traffic.
- Manage analytics and tag management systems, including Google Analytics Premium, Google Tag Manager and TUNE/HasOffers.
- Train stakeholders in use of analytics and tag management, including internal and client product management, marketing and business teams.
- Manage ongoing reporting on utilization of our telehealth products, including our direct-to-consumer and white-labeled enterprise offerings.
- Work closely with the American Well client marketing team to sell and deliver paid client campaigns.
- Continually optimize paid campaigns working with vendor partners, test new platforms and ad networks, and relentlessly test and iterate on creatives, copy, keywords and bids/budgets.
- Establish and support the reporting of all campaigns in dashboards or Analytics platforms to track campaign performance, including Amwell and enterprise clients – and across web, iOS apps and Android apps.

Qualifications

- BS in a quantitative field such as Statistics, Economics, Mathematics, Finance, Engineering, Sciences.
- 2+ years in a quantitative business role, preferably in a consumer-oriented company.
- Ideally, 1 year managing user acquisition campaigns for another sophisticated mobile-first app or business
- Must have experience working with Google Analytics and Google Tag Manager, at scale
- Must have experience with advanced Excel use, including pivot tables and vlookups
- Excellent interpersonal and communication skills, including presentations, verbal and written
- Bias for action and ability to get things done
- Technical knowledge of marketing tracking (from implementation to reporting) is a plus

- Experience interacting and managing B2B client relationships is a plus
- Experience with the healthcare industry, including HIPAA compliance, is a plus

About American Well

Have you ever wanted to talk to a doctor online rather than take time out of your day to set up an appointment or wait in the emergency room? Have you ever wished that a 10 minute checkup or follow-up didn't require you to set aside two hours from your day? We are a web startup based in Downtown Boston offering a software service that facilitates online conversations between healthcare providers and patients. Our product is used by several regional health plans and hospitals to allow consumers to receive quality care online and provide physicians with an additional means to stay in touch with their patients.

American Well is the most trusted telehealth services provider, having delivered healthcare into people's homes and workplaces for close to a decade. The company serves the nation's top health systems and health plans, more than 600 major employers and more than 25 million covered Americans. American Well's consumer service, Amwell, connects people with board-certified doctors, dieticians, and psychotherapists for video visits via smartphone, tablet, kiosk, phone, or desktop. For more information, please visit www.americanwell.com.

American Well is located in Boston, downtown in the 75 State Street building on the 26th floor. We are 5 min walking from both North and South Station so your commute should be easy! American Well has an amazing culture and we pride ourselves on working hard but creating a fun, energetic environment.

What American Well can offer you:

- An opportunity to have a major impact on the future direction of our technology and healthcare
- 3 weeks' vacation
- 401K
- Amazing health, dental and vision insurance plans
- Free gym access - without ever leaving the building
- Drop-off/pick up dry cleaning service
- Beautiful office/work space with views overlooking all of Boston
- A great location in the heart of the financial district
- A well-stocked fridge Let's talk!