

**Employment Opportunity**  
**Marketing Manager**  
***Posted: August 2010; to be filled September 2010***

**Background**

ExitCare, LLC develops Discharge Instructions and Patient Education content for the medical marketplace. The company has experienced significant growth over the past 5 years. Primary markets are hospitals and office-based physician practices. The company sells product via both a direct telemarketing sales force, but mainly through a distributor network made up of Hospital Information Systems and Electronic Medical Record companies. Position is located at Lake Elmo, MN, Corporate Headquarters, just north of I-94 at Radio Drive/Inwood Ave. Because of ExitCare's leadership position within the industry and upside opportunities, the company needs to a dedicated marketing person that will further the company's brand, reinforcement strategy as well as responsible for product management.

**Job Description**

1. Develop and execute an overall company marketing plan.
2. Ensure the company's strategy is support by marketing activities.
3. Work with direct sales and distributors to generate leads to achieve revenue objectives.
4. Evaluate new product ideas and develop detailed specifications to support their development. Work with the Development Team during the development process to ensure products meet market need. Develop business plan including market introduction strategies as required.
5. Support and expand the ExitCare brand with existing partners as well as creating awareness with HIS, EMR, Portal and other companies in our market. Develop short-term and long-term strategic marketing plans to achieve objectives.
6. Manage the marketing budget.
7. Position reports to the President of ExitCare.

**Minimum Requirements**

1. 5 years minimum experience in the field of medical informatics.
2. MBA strongly preferred
3. Experience writing business plans and developing marketing standards.
4. Technical aptitude and experience developing product specifications and project management in medical informatics.
5. Strong interpersonal and communication skills (oral and written).
6. Strong basic computer skills in word processing, spreadsheets, customer management systems (Goldmine or ACT) email (Outlook), presentations, and web searching.
7. Ability to work with minimal supervision after training.

**Compensation and Hours**

1. Salary position of \$70,000 to \$80,000 per year, depending on experience; paid bi-weekly.
2. Hours in office 8:00 am to 5:00 pm. (≈10% travel)
3. Employee health, dental and vision insurance plans available; 401k plan available.
4. Paid Time Off (PTO) is provided.
5. Holiday Pay – 9 paid holidays per year.
6. Life and long term disability insurance provided after a 90-day waiting period.
7. Participation in Company Bonus Plan after one year of employment.

Send Resume or Contact Company as Follows: Roger Jacobi, President, ExitCare, LLC  
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