

# Millie

## **Role: Senior Marketing Manager**

We are looking for a dynamic and strategic Senior Marketing Manager to drive the growth and engagement of our community through innovative marketing programs. Reporting to the Head of Marketing and collaborating closely with the Business, Clinical, and Product teams, you will work cross-functionally and with external partners to implement high-impact organic and paid campaigns that increase awareness, acquisition, and retention.

This role is a blend of strategic planning and hands-on execution, perfect for a creative and analytical marketer who is passionate about making a meaningful impact in the women's health space.

## **About Millie**

Despite spending the most of any country, the US has the worst outcomes of any high income nation with high rates of maternal mortality & morbidity, c-sections, preterm births, and perinatal depression. The reason is our broken care model which provides incomplete, one-size-fits-all reactive care.

Millie is building a new standard that brings together collaborative OB/Midwifery care in a modern, tech-enabled clinic model extended with B2B health system partnerships to provide continuous, personalized care from conception through the first year of parenthood. We accept all major insurance plans including Medicaid.

We launched the first Millie clinic in Berkeley, CA in 2022 and have been growing rapidly. We will be launching additional sites in 2025 and are working on scaling the Millie care model nationally. Read more here: <https://www.millieclinic.com/>

## **About You**

- You thrive in a fast-paced environment and are excited about taking a defining role at an early-stage startup.
- You're both creative and analytical and enjoy solving complex problems.
- You have a strong base of knowledge in acquisition and growth marketing from 4-6 years at a DTC consumer brand.
- You've scheduled and sent / posted hundreds of brand emails and social posts and know your way around Google Analytics.

- You're comfortable with change, and ready to pivot in response to customer and client feedback and needs.
- You're looking to work in a high-growth business with great mentors.

### **Key Responsibilities**

- Contribute to organic strategy in partnership with the CEO & leadership team
- Own execution and project management of all organic marketing programs including email, organic social, referral, influencer, partnerships, and events
- Track paid and organic marketing campaign performance in tandem with our agency partners while synthesizing clear and concise learnings to create a compelling brand and product narrative
- Ideate innovative campaigns which drive acquisition and create a category-defining brand
- Lead project management of all creative asset production; partner with internal, agency and freelance team members to generate engaging, on brand content quickly and within budget
- Think strategically, creatively and analytically to identify new demand generation programs
- Shape the long-term marketing roadmap, identifying opportunities to define Millie as a thought leader in maternal and women's health

### **Required Skills & Experience**

- Hands-on experience managing organic growth in-house for a full funnel DTC business including email campaigns, organic social, partnerships, and influencer. Prior experience with local marketing is a plus.
- Proficiency in analyzing campaign data, identifying trends, and leveraging insights to refine marketing strategies and optimize ROI.
- Proven experience managing CRM platforms like Customer.io (or similar) to drive acquisition and retention through advanced client segmentation, in-depth retention flows, and data-driven lifecycle campaigns.
- Skilled at creating personalized, automated workflows that enhance customer engagement and maximize LTV.
- Strong project management skills with the ability to drive both creative and technical aspects
- Familiarity with digital marketing KPIs such as CPA, CPC, CPM, LTV and ROAS
- Ability to work independently, meeting deadlines with a positive attitude and eagerness to learn
- Excellent written and verbal communication ability
- Experience in health and wellness is a plus and passion for what we do is a must. Experience with physical locations is helpful.

This role will be full-time, hybrid (in-person and remote), and based in the Bay Area.

Please send your resume to [careers@millieclinic.com](mailto:careers@millieclinic.com) with the role in the subject line.