

Senior Marketing Manager

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Company: InterDent Service Corporation

Location: Inglewood

Category: other-general

Senior Marketing Manager

InterDent is a leading Dental Service Organization (DSO) supporting 160+ practices under the brands “Gentle Dental” and “SmileKeepers.” We support over 2,000 team members and serve patients in eight states including Arizona, California, Hawaii, Kansas, Nevada, Oklahoma, Oregon, and Washington.

At InterDent, our vision is to provide exceptional, lifelong, integrated oral healthcare services. We enhance the quality of our patients’ lives by providing accessible oral healthcare, which is paramount to overall health and wellbeing. We focus on a commitment to patient care, operational and clinical excellence, personal accountability, building relationships, and seeking out innovative and creative approaches to support our patients and teams.

The position works out of our corporate office in Inglewood, CA.

JOB DESCRIPTION:

The Senior Marketing Manager is responsible for developing and executing strategic marketing plans that drive measurable business growth for InterDent. This key leadership position will have responsible for developing and executing marketing strategies, including but

not limited to website development and maintenance, SEO, online advertising, CRM and email marketing. This role involves leading growth initiatives cross functionally, and with external agencies, with an analytical approach and comfort working in a dynamic environment.

ESSENTIAL DUTIES:

Strategy Development:

Assists in development of annual marketing plans in order to reach all marketing/business goals.

Develop and execute marketing strategies aligned with overall business goals and objectives.

Continuously evaluate and optimize strategies to maximize ROI and drive business growth.

Possesses a robust understanding of the marketing landscape and stays current with advertising trends and technology including competitive landscape.

Campaign Management:

Plan, execute, and manage digital marketing campaigns across various channels

Adept at utilizing analytics to evaluate performance and adjust digital marketing efforts.

Responsible for monthly performance reporting across all channels.

Experience and comfort working within ad management systems like Google Ads and Meta Ads Manager.

Manage digital marketing budgets effectively, allocating resources efficiently to maximize ROI and achieve business objectives.

Experienced in leading external agencies in campaign management.

Website and SEO

Manage multi-unit website including design, maintenance, copy, and ensuring brand and positioning alignment.

Successfully partners with organization to maintain accurate and timely web content.

Partners with agency to develop, implement, and manage SEO strategies for growth

Utilizes analytic tools necessary (Google Analytics, Google Search Console, etc.) to make informed decisions on all web and SEO strategies.

Produces monthly reporting on web and SEO performance.

CRM

Creates and executes acquisition strategies for a variety of audiences and segments.

Partners with Salesforce developer to optimize CRM environment including user management, data management, customization, and configuration to ensure optimal functionality and performance.

Help develop and generate reports and dashboards to track key performance metrics and analyze data to identify trends, opportunities, and areas for improvement.

Project Management/Other:

Collaborate with cross-functional teams, including operations, IT, call center and finance to ensure alignment and integration of marketing initiatives.

Cultivate strong relationships with external partners, agencies, and vendors to support marketing initiatives and achieve business objectives.

Communicate project status, updates, and key milestones to stakeholders, including senior management, team members, and external partners.

REQUIRED EDUCATION AND EXPERIENCE

5-10 years in marketing experience with a preference for experience in multi-unit retail and/or healthcare experience

BS/BA degree in marketing, or a related field, a Master's degree preferred

5 – 10 years of experience in SEO, PPC, and display advertising

Solid understanding of performance marketing KPIs as well as the digital marketing landscape, trends, and changes in channel and platform regulations

Experience in tracking digital marketing campaign success through Google Ads, Google Analytics, SEO software, or analytic tools

Strong sense of ownership and urgency to take projects from concept to implementation

Experience with CRM databases, Salesforce preferred

Proficiency in MS Excel is a must

Strong verbal and written skills

Pay Range

\$105,000 - \$125,000

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