



Marketing Manager

Department	Marketing
Location	Remote (USA)
Employment type	Full-time
Compensation	Salary

About Green Security

Green Security is the leading provider of secure solutions for healthcare vendor operations. Trusted by over 1,500 hospitals, our platform simplifies credentialing, compliance, and value analysis, helping organizations manage vendor access and product trust with confidence. From onboarding and credentialing to real-time monitoring and secure onsite presence, Green Security reduces risk, streamlines operations, and supports patient safety through advanced analytics and smart access technologies.

About the role

Green Security's Marketing Manager owns the execution layer of the marketing operation: conferences from contract to close-out, campaigns from brief to performance report, and digital programs that generate pipeline the sales team can actually work. You will report to the Marketing Director and work closely with AEs, customer success, and product on go-to-market launches, event strategy, and account-based programs targeting health systems.

This role requires someone who can write a campaign brief in the morning, pull a HubSpot report in the afternoon, and prepare for a conference in between. If you need a large team underneath you to execute, or if you are more comfortable advising than doing, this is not the right fit.

What you will do

Conferences and events

- Own conference planning end-to-end: booth logistics, sponsorship deliverables, speaker submissions, staffing schedules, and on-site execution
- Build pre-event outreach campaigns and post-event follow-up sequences in coordination with the SDR and AE teams
- Track conference ROI: meetings booked, pipeline generated, and cost per opportunity by event
- Identify new conference and sponsorship opportunities aligned to the healthcare security, supply chain, and health IT buyer

Campaign execution

- Build and manage multi-channel campaigns targeting named accounts and new segments — email, paid, content, and events working as a single program, not separate efforts
- Write briefs, coordinate creative and content, manage timelines, and own delivery
- Run ABM programs with sales on priority accounts; align campaign activity to deal stage
- Coordinate product launch campaigns with marketing leadership and customer success when new features or product lines go to market

Digital marketing

- Set up, manage, and measure email campaigns in HubSpot: list segmentation, sequence logic, A/B testing, and performance reporting
- Run paid ad campaigns across LinkedIn and Google: audience targeting, copy, budget pacing, and conversion tracking
- Build and maintain campaign dashboards; report on pipeline contribution, MQL volume, cost per lead, and channel performance weekly
- Own the operational hygiene of the marketing database: contact records, list health, and lead routing into the right sales workflows

Cross-functional collaboration

- Work with AEs and SDRs to align campaign timing and messaging to active pipeline and conference calendars
- Partner with customer success on customer marketing programs, reference stories, and expansion campaigns

- Bring sales feedback into campaign briefs; adjust messaging based on what is actually landing in deals

What we are looking for

Experience

- 4 to 5 years in a B2B marketing role with direct ownership of campaigns and events, not coordination support
- Healthcare IT, health system software, supply chain, or compliance-adjacent industry experience preferred
- Has managed conference logistics from contract to post-show debrief, including budget management
- Has built and measured digital campaigns in HubSpot or a comparable marketing automation platform; can pull and interpret a campaign performance report without help
- Track record of contributing to pipeline: can name the campaigns that worked, the events that generated qualified meetings, and what the numbers were

Skills

- Attention to detail that holds under deadline pressure — conference logistics, campaign launches, and event follow-up all have hard cutoffs
- Writes well enough to produce a first draft of an email, ad copy, or event brief without waiting for a copywriter
- Can manage multiple concurrent workstreams without dropping details
- Comfortable in HubSpot, LinkedIn Campaign Manager, and Google Ads; picks up new tools without extensive training
- Reads data critically: knows the difference between a metric that matters and one that flatters

Traits

- Self-starter that brings expertise to the role
- Brings a point of view into planning conversations, not just status updates
- Escalates problems early and comes with a proposed solution
- Treats a conference booth as a pipeline opportunity, not a brand exercise
- Follows up. Every time.

Tools

HubSpot (MAP and CRM), LinkedIn Campaign Manager, Google Ads, and project management tooling (monday.com or similar). Familiarity with Salesloft or a sales engagement platform is a plus.

Travel

4 to 6 trips per year. Healthcare, supply chain, and health IT conferences are the primary venues — IDN, HCP, AHRMM, Becker's, IAHSS, GPO, and/or regional events.

Compensation

Salary commensurate with experience. Details shared at offer stage.