

Product Marketing Manager- Telehealth & Communication



Phone :

Web :

Job Summary

Vacancy :

Deadline : Sep 30, 2024

Published : Aug 30, 2024

Employment Status : Remote

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Join Our Mission: Help the Helpers with Jane

Let's kick things off with a quick intro. Jane is a team that's all about fostering growth, spreading delight, and serving our healthcare community. We're on the hunt for people ready to jump in and join us while we simplify the lives of healthcare practitioners and patients daily. And guess what? Jane is a remote-first company, meaning every role at Jane, including this one, is remote — giving you the freedom to work from any corner of Canada.

Your Role in Our Journey

Our PMM team at Jane has two goals: Help us get to market, and help us stay there. There's a lot of great product marketing to be done! With this in mind, we're excited to introduce a new position at [Jane.app](#): Product Marketing Manager of Patient and Practitioner Communications.

This role is designed for someone who wants to deeply understand and thoughtfully shape the future of our Patient Communication products, specifically Telehealth and Messaging. You'll be working on two vital areas that directly impact patient and practitioner interactions. We're looking for a multitasker who is both empathetic and strategic—someone who is curious, eager to learn, and ready to help us define, launch, and grow these important products. If you're passionate about connecting the dots between patient and practitioner experiences, change management, and collaboration, this is a great product marketing opportunity.

Learn More About Us

We're founder-led, which means we live our values while maintaining a clear vision for the future. Our product enables the likes of physiotherapists, mental health counsellors, chiropractors, and other allied health practitioners to run their practices in a digital-first way through features such as online booking, charting, scheduling, telehealth, secure payments and billing along with an evolving library of features. You can see more of them [here](#).

There is often a high bar set, not just for the quality of work, but for the care we show for each other and our customers. And it's our customers raising that bar, never standing still and continually improving which keeps us on our toes. It's not just about what you've done before or how quickly you work; it's about your curiosity and drive to solve the right problems and your agility in learning new ways of thinking.

No doubt, Jane's a special place to work. There is autonomy and flexibility to help integrate work into your life in a way that makes sense for you. Need to block out time to pick up the kids? Go for it. That's normal here. And yes, we have a Slack channel for parents, but we've also got channels dedicated to plants, furry friends, food, pride, wellness - you get the idea! While we love to connect virtually, the Jane team also connects in person throughout the year. That comes in the form of departmental get-togethers, company retreats, or possibly a conference or two across North America if you're keen to learn more about our community of healthcare providers. We're on the search for folks who are ready to dive in and become part of our journey toward making healthcare professionals' lives easier every single day.

You can also learn more about Jane as a company and a product by checking out our [Glassdoor reviews](#) and our [Capterra Reviews](#)

But we'll also keep it real — as much as we love our work, the mountain we're climbing is always getting taller. We're a growing company, and with that comes the challenge of navigating an environment with many moving parts, often without a clear-cut path laid out in front of us. This is where you come in. If you're the kind of person who gets a kick out of being resourceful and loves solving problems, you'll fit right in.

Our vision as we move towards 2025 is all about creating More Happier Helpers. That means not just growing in numbers, but growing a community of thriving healthcare professionals who provide top-notch care with Jane at the heart of their operations. If you're someone who's feeling stifled by bureaucracy, itching to shake things up, or just someone who wants to make a genuine impact in the world, consider if the Jane team is the place for you.

We believe in collaboration, humility, and keeping a growth mindset. We're looking for people who can embrace our way of working, which often means being flexible and open to change. So, if after reading this, you feel excited about the opportunity — all in the name of helping those who help others — reach out to us to learn more.

In short, if you're excited by our growth, ready to contribute to a challenging yet rewarding environment, and eager to be a disruptor alongside a team of talented individuals, we'd love to hear from you!

The impact you could have...

- Advocate for the needs and experiences of practitioners and their patients, influencing the development of new telehealth technology.
- Shape the discovery, value, and adoption of new messaging technology by understanding customer habits and collaborating with the product team.
- Drive the adoption of new features and identify revenue growth opportunities by working closely with Marketing and Customer Support.
- Contribute to the successful launch and market strategy of new products, ensuring they meet customer needs and expectations—as well as contributing to revenue goals.

The experience we feel we need:

- 3+ years of experience in SaaS product marketing, with a major benefit if you come from a health tech or healthcare background.
- **Patient and practitioner curiosity and empathy.** The ability to see two-way relationships and needs of practitioners and their patients is a benefit for this role. Patient communication can look different in every clinic, and we need someone with a ton of curiosity, empathy, and strategic thinking to go deep into use cases, form opinions, and support the value prop evolution of these products.
- **Amazing research skills.** We also want someone who can pick up on weaker signals about where and how we could differentiate our offerings to be the best in the market. There are many competitive offerings in this space and having the data and intuition to inform how we differentiate is super valuable.
- **Great writing and creative positioning skills.** As we iterate on these product lines, we'll need to be mindful of historical versions and experience while positioning new value in a way that builds customer trust and delight.
- **Collaborative working style.** These are very collaborative portfolios, not just relying on collaboration with your product counterparts, but also marketing and customers support for expansion and growth opportunities.
- **Multitasking extraordinaire.** We have a lot of exciting work to do, so the ability to jump between multiple initiatives with two products on the go, in a world of an iterative product delivery style, is essential.
- **Change management process thinking.** This PMM can really think through the challenges when it comes to change management and feature adoption for health and wellness practitioners.

Compensation Expectations for the Role

Jane's committed to paying our team members **fairly, clearly**, and above all, paying for **growth**. This role has a minimum annual salary of \$92,000 and maximum annual salary of \$144,000. As you may have noticed, this salary range is quite large, and this is intentional to account for the growth someone will experience in the role throughout their time at Jane (i.e., from building the skills, to accomplished, to highly proficient, all the way to achieving excellence in the role). When hiring talented folks to join the Jane team, we've found that new team members are best set up for success when hired with the expectation of being fully accomplished in the role, which for this role would reflect **a salary between \$110,000 to \$115,000**.

It's also possible to join Jane at a salary above or below this, which would mean a salary below **\$110,000** typically reflects someone who has all the potential to be fully accomplished in the role but doesn't yet possess all the skills required, while a salary above **\$115,000** is typically for individuals who are currently in this role at Jane and had the opportunity to make a significant positive impact on our customers, product and company with deep Jane knowledge. At Jane, we pay for growth, which means that you'll continue to have conversations about your career development with your manager and see your compensation grow over time as you build an amazing career with us.

Paying clearly is one of our compensation fundamentals to help folks build trust in the compensation process at Jane. To better understand Jane's compensation fundamentals and how this range is determined, click on this link here for a short video walkthrough of how it all works! We also welcome you to ask as many questions as you'd like about compensation throughout the interview process to ensure you feel confident and build trust through the process.

Learn more about Jane's approach to compensation [here](#).

More information on our benefits can be found [here](#)!

At Jane, we're committed to fostering an environment that allows you to come to work as your truest self. We believe it's important to actively recognize, embrace, and celebrate our differences in order to make Jane an inclusive, equitable, and diverse workplace.

We want to build a team of people who make conversations rich with perspective and experience. We are committed to listening to every voice in order to learn and grow because doing this will allow us to meet the needs of the diverse community of helpers that Jane serves.

We do not tolerate discrimination, prejudice, or oppressive isms of any kind. Employment is decided on the basis of qualifications, merit, experience, and the needs of the Jane community. We encourage anyone who requires accommodation or adjustments throughout the interview process to let us know, and we will do our best to support you.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
