



Job Title: Marketing Specialist

Location: Office-Based (Troy, NY)

Reports to: Senior Marketing Manager

LevrX Technology Inc., is an exciting customer-driven and results-focused healthcare software applications company that is providing the healthcare industry with levers to optimize pharmacy outcomes. Our mission to develop powerful, relevant, and unique solutions is fueled by our commitment to our customers to improve the patient experience and reduce the cost of care.

LevrX is seeking a talented and detail-oriented **Marketing Specialist** to join our growing marketing team. This role will be responsible for creating engaging content across multiple platforms, developing high-quality visuals, and assisting in the execution of marketing initiatives.

Key Responsibilities:

- Create high-quality graphics, videos, copy and other materials for website, marketing campaigns, blog posts, social media and client communications.
- Execute social media strategy from planning and content creation to posting, engagement, and performance analysis. Assess results, identify what can be improved, and implement data driven adjustments to enhance outcomes.
- Create and adapt content to align with various client brand guidelines while ensuring consistency and creativity.
- Optimize content for search engines and social media platforms, and track and report on key performance metrics to measure success.
- Collaborate with internal teams to develop and maintain engaging content strategies, including copywriting, visual concepts, and design layouts, that support ongoing initiatives.
- Design and execute email marketing campaigns targeted at both the sales and engagement teams to boost utilization and pipeline growth.
- Analyze campaign performance reports to identify trends and insights, providing data-driven recommendations and implementing adjustments to optimize future marketing efforts.
- Conduct audience research, develop and document personas, and analyze competitors to inform content strategies and enhance market positioning.
- Ensure all content reflects LevrX's voice and message while catering to different target audiences.
- Additional Marketing duties as assigned

Requirements:

- 2+ years of relevant experience or education in Marketing, Graphic Design, Communications, or a related field (e.g., bachelor's degree, certification programs, or equivalent practical experience).
- Proficiency in Adobe Creative Suite, Canva, HubSpot, MailChimp, and PowerPoint.



- Strong writing and editing skills, with attention to detail and tone.
- Experience with Wordpress or similar platform. SEO knowledge is a plus.
- Excellent communication, time management, and organizational skills.
- Ability to work both independently and in a collaborative team environment.
- Comfortable in a fast-paced, entrepreneurial environment and able to meet tight timelines without compromising quality.
- Eagerness to learn new industries, technologies, and software as needed to stay competitive.
- Demonstrated critical thinking and problem solving skills.
- Self motivated with a drive to improve and curiosity to dig into results.

Interested applicants should direct their cover letter & resume to careers@levrx.com.